

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXII, No. 6

NEW YORK, AUGUST 5, 1920

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## *Selling Horse Power by the Sack*

WHILE scientists and engineers have been striving to increase the efficiency of mechanical fuels, Geo. B. Matthews & Sons, New Orleans, have devoted themselves to developing the power efficiency of animal fuels—*feeds*.

For what but power plants are work horses and mules anyhow?

Matthews Molasses Feed truly measures up to the description of "power feed." And it has recently been our privilege to suggest, and a part of our job to tell, the Matthews story based on this distinctive and logical keynote.

Its soundness is already manifest in largely increased dealer activity and in enthusiastic consumer interest. In short, sales are climbing.

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### N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Advertising is an Investment

# GOOD—BETTER— BEST ADVERTISING

**Y**OUR advertising is good. Is it possible to make it better?

There is something about it you don't quite like but are not right sure what it is. There is something about it you personally admire, but the results are below expectation. Perhaps the public does not focus through your glasses.

Successful advertising is not a "state of mind" but a state of "*know*." Immature experience often fails to strike the right chord. Biased opinions may take you off on a tangent. The same style in advertising cannot be applied to all products any more than one hat can be worn by all women.

As in most other things there is a *Good*, *Better* and *Best* in advertising.

When you come to the point of doubt about the superlative power of your advertising, turn to the right, and—

*"Put It Up to Men Who  
Know Your Market."*



Consultation  
without charge  
or obligation

**FEDERAL**  
ADVERTISING AGENCY, INC.

6 East Thirty-Ninth Street

New York



# PRINTERS' INK

*Registered U. S. Patent Office*

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VOL. CXII

NEW YORK, AUGUST 5, 1920

No. 6

## Financing a Business in a Declining Commodity Market

Go Short of Commodities and Long of Money—The Elementary Laws of Business, Forgotten in a Period of Easy and Careless Profits, Must Be Studied Again

By W. R. Bassett

THE spendthrift who has dined to his stomach's content is convinced that he will never need to eat again. Many business men now have the well-fed feeling that comes from a four years' banquet of big profits and cannot realize that lean times can ever return. And when profits no longer come so easily and it becomes necessary to go out after them again, many will find that they have forgotten just how to ensnare them.

The rules of good business do not change much. Selling for more than your goods cost; preventing waste of materials and labor; getting frequent turnovers; and building good will, are and always have been the fundamental secrets of making a profit. Detail methods and practices may change, but these fundamentals do not.

So don't expect to find in this article any startling disclosures of a new business trick or formula. There is none. My only purpose is to recall to your mind, dulled somewhat by over-indulgence in profits, the way you ran your business in the days when profits could not be made simply by changing the price tag upward when there was nothing else to do around the shop. Perhaps in addition I can show you that there is a sound economic reason why the business methods which pass muster when prices are rising are not safe when prices fall. It is a

hopeful sign that business men now consider the laws of economics somewhat in guiding their policies. Especially is it good business to give some attention to determining economic trends.

A man who knew John W. Gates well says that in business, as at poker or bridge, he would carefully determine how the tide was flowing, then steam full speed with it. When his sensitive instinct warned him that the tide had turned, he would anchor and wait for the flow to set in again in his favor, or, if it served his purpose, turn and steam in the new direction. When luck was with him he forced it and roared for higher stakes; when it was apparently against him he "played 'em close to his belt."

All good business men admit that this is the thing to do, and many can tell instinctively when the change in tendency comes. But only a few can quickly overcome the inertia gained during several years of movement in one direction and take the reverse direction which will save excessive loss. Most men buck the stream for a while after the change has come and take heavy losses that might have been avoided.

It is no part of my business to forecast price movements, but I believe most observers will agree when I assume that as a whole the bull market in commodities has culminated and that from now on

we may expect a general downward tendency for several years. Perhaps this will not be true of certain specific commodities, but most, I feel certain, will decline.

Most of the profits of the last five years have come from the rise in values of commodities as they lay on the shelves. Much will be lost unless business policies are reversed to meet the new conditions.

To determine what policy to follow for the next few years we must get a clear idea of the simple economic principle that as commodity values increase the value of money decreases. Conversely, when commodity prices decline, the value of money, whether in cash or bank credits, increases. This is trite. Everyone from boot-black to bank president has said it impressively and repeatedly of late. But it is one thing to admit a truism and another to apply it to business policies. It is especially hard for many to make it serve as a basis for a sudden change from a policy which has been a money-making one for years.

Every man whose business is with materials or merchandise—and that includes retailers, wholesalers and manufacturers—grasped quickly the idea that when prices were rising the greatest profits came by having the greatest possible amount of money—preferably borrowed money—tied up in large stocks of commodities. That is, with commodities rising and the value of money falling they went "long" of commodities and "short" of money—thus "whipsawing the market." They took their profits both ways.

#### MUST NOW REVERSE HIS POLICY

When, however, the trend reverses and the value of money increases with the decline in commodity values, the wise business man will reverse his policy and go short of commodities and long of money. By keeping a small stock of goods he will minimize the loss on them; by having large stocks of money he will take a profit on its increased value. Of

course to go to the extreme in this would mean to sell all that he has and retire from active business. Many undoubtedly will do just that. But more will wisely run along on small stocks and wait for a time when prices become stable and a normal trading profit may be taken on the turnover.


This policy entails but small profits on materials as long as prices decline; for some lines, and for some men who cannot learn to "play 'em close," the period may be one of losses on every sale of commodities. The profits will come largely through the increase in the purchasing power of the money on hand.


In a stable market, and even more in a sagging one, it takes somewhat of skill to get a profit out of business. But in a rapidly rising market the boob has his chance, provided only that he owns commodities. When the war came we had by constant plugging taught most, even the boobs, that the way to get a profit was to get frequent turnovers. It was hard, but we showed the old-fashioned merchant that if he found himself stuck with slow-moving stock, the thing to do was to mark it down until it moved, and with the money buy new and attractive stock. Small stocks frequently replenished and small mark-ups with quick turnovers became the policy of even the cross-roads general stores.


#### THE BOOB HAS HAD THE LAUGH ON THE EXPERTS


But with rapidly rising markets, the boobs seemed to have the laugh on the experts. For if a lot of goods did not move, all that was necessary was to leave it on the shelves gathering dust, and in a few months there was sure to be a demand for it at a higher price. What the more advanced business men had considered the principles of good business no longer held, apparently. What the successful creature of a rising market did not see was that the principles of good business which have been drummed into us by bankers and


**66% of Christian Herald's  
present subscribers have  
been subscribers for *four  
years or more***

 less than 1 year . . 8%

 1-to-2 years . . . 10%

 2-to-3 years . . . . . 8%


 3-to-4 years . . . . . 8%

 4-to-5 years . . . . . 7%

 5-to-10 years 12%

 10-15 years 14%

 15-to-20 years. . 10%

 20-to-25 years . 10%

 25 years or more 12%

others were deduced for use in normal times when profits are hard to catch. They are as true to-day as they ever were. But in a rising market no one needs to know anything about business.

Care in buying was supplanted by orders twice as large as it seemed could be sold. By the time the goods came the demand was great enough to absorb still larger supplies.

It is hard for most business men to believe that we can come to an end of rising prices. Habits of thought are not easily broken or reversed. And when presumably deep thinking economists, ignoring the history of commodity price movements, assure us that we are on a permanently higher price level, it is not strange that business men become certain that what they want to believe is so. It is so easy to accept the propaganda of "under-production," to blame retail price cutting on panic stricken, shortsighted merchants, and tightness of money on rapacious, unfeeling bankers.

It is not the shortsighted but the farsighted merchants and bankers who are starting the movement. We had best admit this and be thankful that because there is much building to be done the liquidation of commodities will probably be gradual and not panicky. Losses there will be of course as prices shrink. They will be large or small, actual money losses or paper losses in the form of lessened profits, depending upon the skill with which the business man manages.

#### KEEP INVENTORIES SMALL

The first rule, then, will be to keep inventories small. The merchandizer will have to brush up on the old tricks he used to get quick turnovers. He will buy on a hand-to-mouth basis, choosing merchandise with care. He will fight shy of goods too subject to whims of fashion; he will carefully feel out the demands of his customers; he will again take pains to please his trade. It will be healthful exercise, for of late many retailers have looked upon

the customer somewhat as a necessary nuisance. Salesmen generally need to brush up their stock of courtesy—as do complaint departments. The customer will again be courted and attracted. "Take it or leave it" will no longer do as a sales policy; it will become the epitaph of many who change too slowly.

It is not hard for mercantile concerns to get on a sensible inventory basis. For manufacturers the problem is more difficult but no less possible of solution. All of the commodities on the retailers' shelves are ready for sale. The manufacturer's inventory, on the other hand, consists only in small part of finished, salable goods. The bulk is in the form of raw materials and of partly finished goods in process. And while goods in process, because of the labor which has gone into them, represent a greater investment per unit than the raw materials of which they are made, they are, because of the incomplete and special forms they have assumed, less salable.

The manufacturer, like the retailer, can keep his finished stock at a minimum by accurately and conservatively judging the market's demand as to style and quantity. This market demand will also dictate the stock of raw materials he should carry. Absolute control of stock is good business at any time—when prices are declining it is essential. I recommend that for every item of raw material or of finished parts maximum and minimum limits be set and that adequate means be devised to make sure that the quantity on hand be always between those limits. In setting these limits each item will be taken up separately, considering the probable sales, the length of time the part requires in process, the time needed to get the materials from the supplier and whatever other factors hold in the industry.

This may seem like a lot of work. Admittedly it takes careful thought and judgment—which is hard work for most men—but it

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## When father was a boy—

he put to sea (East Pond) on a wobbly log raft, with a night shirt for a sail.

The spirit of a Magellan was in him. But how he longed for some more perfect craft in which to carry on his explorations!

Nowadays the boy navigator cruises in greatly improved vessels. At reasonable prices he can buy a feather-weight canoe, a fleet sailing dory from the Cape, or a beautifully balanced St. Lawrence skiff.

In place of the pole or home-bewn paddle he uses a motor.

Boyhood has had vastly improved its tools for outdoor sport in this and other fields. As these products have multiplied, came the demand for an advertising medium to sell in this important market.

This need has been met in **THE AMERICAN BOY**. It is the favorite boy magazine. Every month it goes into hundreds of thousands of American homes. There it is eagerly awaited and read by more than 500,000 American boys. These boys average 15½ to 16 years old.

They form the true radius of influence for the great boy market.

**THE AMERICAN BOY**

"The Biggest, Brightest, Best Magazine for Boys in All the World"

**THE SPRAGUE PUBLISHING CO., DETROIT, MICH.**

(Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

# Guiding human decisions

*Fixed laws found to underlie all human actions — now applied to influencing millions of buyers*

EVERY executive has met and overcome difficult problems in personal selling. In closing big deals, his own skill in *adapting a presentation* to a special personality is often needed to secure a favorable decision.

But what of the millions of men and women who buy at the dealer's counter? Every order on the books depends on their *personal* decisions. Yet personal selling cannot be brought to bear. They can only be reached as a *group* by advertising.

Thousands of different personalities must be influenced by a message that *cannot be varied* to suit individuals. Only through a special knowledge of how people in *large groups* think and decide, can these vital decisions be won economically.

*How the actions of large groups  
can be definitely calculated*

Henry Thomas Buckle, the historian, was one of the first to analyze the actions of people in great masses. He made striking discoveries in the cities that he studied.

He found that the percentage of crimes scarcely changed from year to year. This percentage did not vary even for people of different ages—nor for the weapons used.

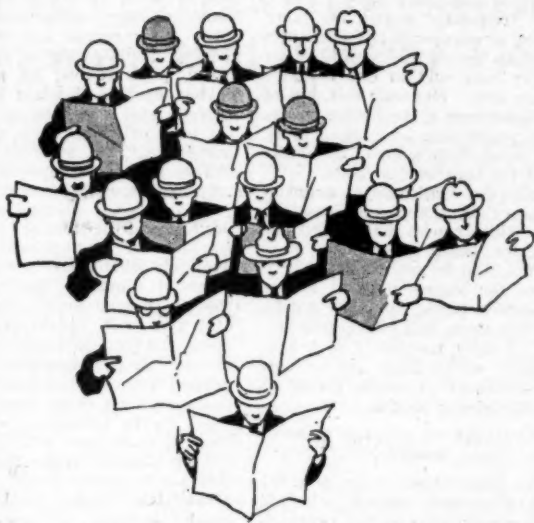
Letters mailed absent-mindedly, without addresses, represented an almost constant percentage.

Accumulated evidence made it clear that the

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decisions of people in large groups could be accurately calculated according to fixed law.

Today the rate of suicide in 100 American cities has been nearly constant for ten years. Yet it varies from 8 in 100,000 in Cambridge, Mass., to 50 in 100,000 in San Francisco. Special conditions of living, of climate, of business, regulate even this most personal decision of men and women in large groups.

Whether in matters of life and death or in buying a pair of shoes, a definite percentage of every hundred thousand people is always acting in response to a special set of conditions. For every type of decision—for every sale in retail stores—basic laws govern the actions of people in great masses.

A careful study of these laws of human action over a period of years has been an important factor in the work of the J. Walter Thompson Company. In many different fields we have helped our clients build volume and net profits by preparing campaigns that guide human decisions.

**J. WALTER THOMPSON COMPANY**

NEW YORK

CHICAGO

BOSTON

CINCINNATI

LONDON



does not imply red tape. And I have frequently known the mere setting of maximum and minimum limits to reduce the inventory by 25 per cent, and in one instance 48 per cent. Not only this, but at the same time it frequently stimulates production by making sure that production will not be blockaded for lack of materials. It is usually the small item of material from a dollars' and cents point of view which causes the greatest delays, for, being insignificant, it is most apt to be overlooked.

But the biggest item of inventory, the partly finished goods, depends upon skill in manufacturing. I have frequently seen factories in which there was as high as six times as much goods in process as was needed.

#### MANUFACTURING LIKENED TO RAIL-ROADING

For some reason, manufacturers feel that they cannot schedule their productions as the railroads do their trains, although the railroads, since they are spread out and decentralized, have a much more difficult problem and handle it accurately.

The truth is that production is governed in most plants by the least intelligent brains in it. The sequence of work, the movement of work between operations is dependent upon the judgment and the energy of sub-foremen, even of truckers. It is as though the section bosses of a railroad were to say whether a work-train or an excess-fare passenger train were to have right of way.

So we find large amounts of goods in process waiting for complementary parts which were not put into work soon enough, or in sufficient quantity. Or we find parts made in great excess of requirements because some foreman has become enamored of the quantity production fetish which is excellent in its place—but has a well defined place, which a foreman cannot be depended upon to determine.

Again we find in the unplanned shop men and machines idle a part of the time awaiting work

which, when it does come, will come in huge, indigestible gobs. Then the foreman will resort to driving tactics to get it done, because, poor fellow, he is being ridden by the assistant superintendent who is in turn catching it for poor deliveries from someone higher up. As a result quality suffers and the scrap pile inventory fattens.

In a properly planned shop the product and the sales are analyzed so that the management knows definitely what it has to make and when it must be made. Time studies show definitely the speed at which each operation can be done, and then each part is started in the proper quantity at the proper time so that just enough parts—and no more than enough—get to the assembly room each hour of each day.

Such planned production is not difficult to control and operate. Usually the routine needed is no more intricate or cumbersome than that already in use; it is better designed to accomplish the purpose.

The factory is indeed unusual, I believe, that cannot by skillfully planning its production release considerable sums from its goods in process inventories, thus reducing the amount of loss to be suffered when the prices of those goods fall.

A period of easy and careless profits such as we have been through breeds extravagance. Men forget the elementary laws of business—the small wastes are ignored. And rightly so, for often when prices are rising rapidly and buyers search out the sellers, the effort—which spent in guarding against small losses would save dollars—will when put into getting increased production, return thousands. In such times it is the man who seemingly forgets ordinary business prudence and goes plunging after the big stakes who wins. Therefore now it is undoubtedly true that waste of materials, of labor and of method is more than ever common in our factories.

(Continued on page 174)

# An Investigation of the Implement and Tractor Field

All advertising men handling accounts in the farm equipment field will find the report of the investigation recently conducted by Buckley, Dement & Co., of Chicago, to ascertain the publications subscribed for and preferred by both dealers and manufacturers, of the greatest value in making up lists.

The investigation was inspired and paid for by Farm Implement News.

Letters were sent to 20,865 implement and tractor dealers—all those listed by the commercial agencies—and to 1,135 implement and tractor manufacturers. Enclosed was a government post card listing 17 trade publications reaching this field. Recipients were requested to check publications subscribed to—and those preferred.

Replies were received from 14.24% of the dealers, and from 22.64% of the manufacturers.

Of the dealers' replies, 41.98% indicated Farm Implement News as first preference. Two publications received 13.89% and 12.75%. No others received as high as 8% of the first preferences.

Of the manufacturers, 45.92% indicated Farm Implement News as first preference. The next two publications received 16.72% and 11.28%, respectively.

Returns from dealers were compiled by states, and all were audited before the results were known to this organization.

While the vote is extremely gratifying to us, manufacturers of long experience in the trade will not be surprised at the result.

It is not out of place to state that the letters and cards bore only Buckley, Dement & Co.'s name, cards were returnable to them, and the publications were listed in alphabetical order so that we were fifth on the list. Homer J. Buckley has made affidavit as to the absolute impartiality and fairness of the investigation, but his mere word is sufficient for the many men in the advertising fraternity who know him personally.

The complete report will be published shortly. We shall be glad to send copies as soon as possible to those who request them.

## FARM IMPLEMENT NEWS

703 Masonic Temple

Chicago

# A Warning to Dishonest Advertisers and Fake Publicists

Criminal Charges Will Be Brought Against Them in New York by the District Attorney—Activities Have Already Started

THE great majority of advertisers in New York, who for years have been fighting the dishonest advertiser and fake publicity man, are soon to realize that they have a powerful ally in District Attorney Swann. The dishonest advertiser and fake publicist already know that Judge Swann has been keeping watch over them of late. Some of them have been called to the District Attorney's office for explanation.

This new activity on the part of the District Attorney's office, Judge Swann informed a representative of PRINTERS' INK, arises from the receipt of a great number of complaints from people who have been deceived by fraudulent advertising or who have been injured by manufactured publicity. Fake oil, patent and rubber tire advertising alone have brought an average of ten complaints a day.

While there has been one statute, Section 421, of the Penal Code, enacted in 1915, which has been of great help in the prosecution of the dishonest advertiser, yet sufficient latitude was not allowed until the enactment of a new statute on this phase of criminal activity a few months ago. The statute enacted in 1915 makes the person who in an advertisement makes any assertion, representation or statement of fact that is untrue, deceptive or misleading, guilty of a misdemeanor, and subject to fine or imprisonment or both. This section of the penal code was concerned alone with advertising.

The new law, however, goes farther. Under its provision the person convicted of furnishing false information or any false or untrue statements of fact to a newspaper regarding any person or corporation is to be judged guilty of a misdemeanor if it is

the first offense, and of a felony if it is the second offense. "This section covers the statements and information contained in advertisements," Judge Swann said. "It will enable us to reach those who in the words of Shakespeare 'keep o' the windy side of the law.'"

The advertiser who indulges in quotations of false comparative prices will come under the eye of the District Attorney's office, for Judge Swann has said that the merchant who marks up his prices for ten minutes in order that he may be enabled to quote a "reduced price" is giving misleading and deceptive information.

The first indication that the District Attorney was engaged in unearthing the dishonest advertiser and fake publicist came last week when after investigating an attempt to get publicity for a previously unheard of Japanese actress he summoned to his office the press representative of a moving picture company, by the following letter:

"Complaint has been made to this office that you, under alias, framed an alleged suicide charge, knowing the same to be false, with the intent to create publicity. By this false report and manufactured situation you caused the police to consume two days' time and trouble in searching for a person you knew was not missing.

"If the facts in this charge are correct, it is a violation of the criminal law. I write in order to give you an opportunity to correct them in any respect in which they are erroneous."

While explaining this particular case to PRINTERS' INK's representative Judge Swann remarked that it may be considered to mark the beginning of a crusade to be made by his office against the dishonest advertiser and fraudulent press agent.

# The Seattle Times

*Giant of Western Dailies*

**BITTER ATTACKS ON COMPETITORS  
NEVER YET SOLD ADVERTISING SPACE**

**TO REFUTE MISREPRESENTATIONS**

(and for no other purpose)

we reprint

**GOVERNMENT CIRCULATION STATEMENTS ON  
SEATTLE NEWSPAPERS AS OF APRIL 1, 1920**

**The Seattle Sunday Times (10c per copy) . . . . 90,206**

**The Seattle Daily Times (5c per copy) . . . . . 55,734**  
(Together \$1.50 per month; \$18.00 per year)

**The Seattle Post-Intelligencer (3c daily, 10c  
Sunday; 95c per month; \$10.00 per year) . 54,704**

**The Seattle Star (2c per copy; 50c per month) . 61,604**  
(Six-day publications only)

The Seattle Times has nothing whatever to say about its competitors. But it insists on its right occasionally to expose misrepresentations or garbled figures.

The Times is the most expensive paper in America; it gets the highest advertising rate in Seattle; it gives the greatest return to advertisers in the Pacific Northwest.

# The Seattle Times

*Giant of Western Dailies*

**THE S. C. BECKWITH SPECIAL AGENCY  
National Representatives**

**New York Chicago St. Louis Detroit Kansas City Atlanta**



# Chesterfield and Collier's

More space has been used for Chesterfield advertising in Collier's than in any other general publication.

**Collier's**  
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*



## Canned Pork And Beans in the Baltimore Market.

A RECENT investigation of the Canned Pork and Beans situation in Baltimore brings to light the surprising fact that Canned Pork and Beans enjoy but MODERATE sales in the local market.

This is rather amazing! Taking into consideration that Baltimoreans seldom bake beans at home, it would be natural to expect an enormous consumption of the CANNED variety. Dealers say, however, the reason for this is that too little advertising is being done on baked beans of a type that creates new consumers.

Now where is the manufacturer who recognizes the tremendous possibilities such a condition presents in a market where there are 2950 outlets and over 700,000 possible consumers? Sufficient to say that the pork and beans manufacturer who goes after Baltimore consumers, through a reason why campaign in a get-down-close-to-the-people medium, like the NEWS, is the pork and beans manufacturer who will create a greater demand and increase the sale of his brand to perhaps 100%.

*The report we have compiled of the Canned Pork and Beans situation in Baltimore includes brands at present on the market, leaders, best seller, percentage of sales and distribution, representative prices and sizes, together with the report of the grocers and retailers interviewed. If you are interested and will write us on your business stationery we will be pleased to send you a copy.*

## The Baltimore News Goes Home and Stays Home

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

*Have a week*

Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago





# Good Will and the Information Desk

"Get a Fat Man," Says Hospital Superintendent

By Roy Dickinson

THE greatest asset that any corporation has is good will. Very often that intangible but exceedingly valuable asset which has been built up over a long period of years by consistent and continuous advertising is jeopardized by the man at the Information Desk.

Take the great Pullman Company, for example, with its tremendous assets, its imposing board of directors and large annual earnings. Its great asset of good will depends for its continuance upon the men who actually see and deal with the customers. In the Pullman Company's case it very often is the large and tactful Ethiopian who keeps good will continuous and valuable to the firm instead of turning it into ill will, which takes away assets and becomes a tremendous liability.

Every firm at some period of its existence has found it necessary to make changes at the Information Desk. The places at which that impersonal thing known as "the firm" touches the buying public is tremendously important. To the Information Desk comes the man who may look like a tramp but may have a \$20,000 order in his pocket. The snappy retort, "Mr. Jones isn't in and I don't know when he will be back," has often changed success into failure for struggling concerns who depend upon public good will for their continuance. Many a representative of a periodical can tell you why he has not boosted one agency when some manufacturer has asked him which he recommends, and has turned over accounts in his possession to others. In many a case it has been the man or woman at the Information Desk who has induced him to make up his mind as to which agency is friendly,

courteous and progressive and which is snappy, disagreeable and unprogressive.

It was said of the Simmons Hardware Company that every year the "old man himself," the president of the company, used to sit at the Information Desk in order to find out what manner of men came there and how they were treated. He realized more than anyone else that the man who comes to the outside entrance of an organization gets his first and sometimes his final and last impression of what the concern is like and what manner of person he has been doing business with, because of the treatment he receives at the desk where he applies for information.

## A HOSPITAL POINTS WAY TO BUSINESS

All of this is realized by the big business executives of to-day, and all of it leads to a very interesting and startling declaration which has been made recently by one who should know. At the Information Desk at the hospital come all the inquiries and urgent messages in number without end. To it come reporters, business men, laborers, rich man, poor man, beggar man, thief, doctor, lawyer, candlemaker and whatnot. The man or woman at the Information Desk in a hospital really deals with the same manner of people and in greater variety than those who come to the Information Desk of a big business corporation. By the same token the things which have been found out at a hospital should prove of interest to business men everywhere. A discerning hospital superintendent has put the results of his many years of observation of the Information Desk in a hospital in these words: "I am looking for a fat man in the Modern

Hospital, and I am having trouble to find him. I want him for my Information Desk."

He then goes on to explain that some time ago he determined to find the cause for the rather constant criticism of his institution, criticism that seemed wholly unwarranted. He was certain, he said, that the medical work was of high grade, that his nurses were well trained, and that the food and service were satisfactory. In spite of this, there seemed to be a tendency among the public for uncomplimentary observation. This tendency, or as the superintendent put it, the habit of finding fault was difficult to analyze. It was all the more difficult because the criticisms were vague; they evaded analysis.

A painstaking process of elimination and a follow-up, or rather a follow-down, of the comments revealed the source of the trouble. It was at the very entrance of the hospital, at the Information Desk.

"The quick, nervous types," said the superintendent, "that I had at the switchboard and the entrance I had thought very efficient. I suppose I thought so because they were quick, but I was wrong. They didn't stand the strain well, they did not lend themselves to the other man's point of view. To them a visitor was an intruder. And now I'm going to have a big, good-natured man, two if necessary; men who will wear well, who can smile, and who will make people good-natured in spite of themselves. It takes a fat man to do that."

Unwarranted criticism of satisfactory service, uncomplimentary observation of high-grade work, vague knocks which defy analysis against an institution which thinks it is delivering the goods, these sound interesting and apply to many an organization. Look for your trouble at the Information Desk, says the superintendent, and change two thin people, if necessary, for one fat one. His advice may well be taken to heart, and though we ourselves are thin, long live the fat, for they shall inherit the Information Desks.

## Advertising to Promote Book Buying and Reading

A new advertising campaign of unusual interest is that of the book publishers and retail book stores acting co-operatively. The campaign, which is in the hands of N. W. Ayer & Son, is said to have for its direct purpose the more extensive reading and buying of books of all kinds.

The publishers interested are Grosset & Dunlap, D. Appleton & Co., Doubleday, Page & Co., George W. Jacobs & Co., Fleming H. Revell & Co., Frederick A. Stokes Company, and about 150 bookstores. It is planned to raise \$100,000 by an assessment of two-fifths of 1 per cent on publishers' sales, and one-eighth of 1 per cent on retailers' sales.

## Roy W. Howard to Scripps-McRae; Hawkins Succeeds At United Press

Roy W. Howard, president of the United Press Association, has resigned to become general business director of the Scripps-McRae League of Newspapers. W. W. Hawkins, for several years vice-president and general manager of the U. P., succeeds Mr. Howard as president.

## Stanley E. Gunnison's New Organization

Stanley E. Gunnison, who has been associated with the great-car advertising business for fifteen years, has resigned as sales manager of the Broadway Subway and Home Boroughs Car Advertising Company, New York, to become president of Stanley E. Gunnison, Inc., advertising, in New York.

## Paul Block Augments Staff

Joseph Dunn, formerly with the New York Mail, and Ray C. Smith, formerly with Good Housekeeping and Fashion Art, have joined the Eastern office of Paul Block, Inc. C. J. Todd, Jr., who has been with the B. F. Goodrich Rubber Company, and H. Jay Stephens, Jr., formerly with the Chicago Tribune and Chicago News, have joined the Paul Block organization, to be connected with the Western office.

## Fuller & Smith Have Dunlop Account

The Dunlop Rubber Company of America has placed its advertising account with Fuller & Smith, Cleveland advertising agency.

## Four Men Join Frey

Rudolf Wettreanu, Clarence Cole, James Hammon and Walter Cole, have joined the New York staff of artists of the Charles Daniel Frey Company.

# Longer Credits for Home Builders Sought by Advertising

Hollow Building Tile Association Approaches Bankers, as Well as Architects and the General Public

By G. A. Nichols

WHEN a man builds a house that is substantially fire-proof and that has unusual lasting qualities, the Hollow Building Tile Association believes he is entitled to better than ordinary treatment in the matter of help in financing the proposition.

The association therefore has decided that a part of its fall advertising presentation shall be made to the banker. An effort will be made to sell him upon the superior qualities of MasterTile, which is the trade-marked product put out by members of the association. This will be done purely from a standpoint of trying to create better credit arrangements for users of the tile and not with any object actually of selling the banker some of the material.

"We believe that we have a strong talking point here and are going to utilize it to the limit," J. S. Sleeper, advertising manager of the association, said to PRINTERS' INK. "The insurance companies already recognize this class of material by giving lower insurance rates on houses constructed of it. When we can get similar recognition from the banker to a point that will influence him to make larger loans upon houses constructed of hollow tile, we shall have another worth while avenue of approach to the user. We already are going after the proposition from a large number of angles, but this idea of advertising to the banker is something new that has come to us as a result of our study of the proposition during the last six months. We are here to learn, you see."

The Hollow Building Tile Association, one of the newcomers in the association field, was started less than a year ago as a nucleus for developing a powerful organization in the hollow tile industry.

Its purpose is largely educational. It has set out on a deliberate attempt to sell hollow tile to the country as a building material. For a long time hollow tile has entered largely into the construction of big buildings. This particular phase of the demand, however, has been well handled by the individual tile manufacturer and he has little cause to complain of the results. But leaders in the industry decided that an effort ought to be made to secure a greater use of tile in buildings of all classes. This resulted in the formation of the association and the many angled advertising campaign that now is being carried on.

## A BETTER RISK

"It is our contention," said Mr. Sleeper, "that hollow tile is the ideal product to use in constructing any ordinary building, all the way from a hog house on a farm to the most expensive residence. Homes erected on the plans we have made contain no lumber at all except the window and door openings and the interior trimmings. This gives the houses a durability that ought to secure, among other things, preferential treatment from the banker.

"The first thing we did was to adopt the MasterTile trade-mark. This stood for certain clearly prescribed qualities. Even after a manufacturer becomes a member of the association he is not allowed to use this mark on his tile or in his advertising until he will sign a written agreement to observe carefully the association's rules as to standardization of size and quality. When a manufacturer gets permission to use the trade-mark he is given an imprinting wheel with which he can mark it on every piece of tile he makes. In other words, here is

an association of close to a hundred members operating on a trade-mark which is the common property of all. No matter how small the individual member may be, he gets all the advertising and other prestige-creating qualities that come from the use of the trade-mark.

"To popularize the mark and to get openings for the distribution of our educational literature all over the country, we are putting on an advertising campaign taking in building papers, building material dealer publications, architectural magazines, dairy farm, general farm and breeders' papers, national magazines and financial, real estate and engineering journals. Thus we reach the architect who specifies, the dealer who supplies, the contractor who uses, the man who furnishes the money and the consumer who buys. In so doing we get our message to each element in the machinery for marketing hollow building tile.

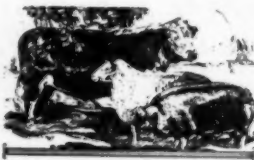
"The advertising in the farm papers and national magazines lays special emphasis on the good results following the use of building tile in the construction of homes, garages and all classes of farm buildings. Each advertisement speaks about a book which has special reference to the class of building under discussion. Our object is to get the greatest possible number of inquiries for these books. The inquiries come direct to the association and the books are sent from our office. No letter accompanies the book, but

there is sent a printed acknowledgment of the inquiry and an invitation to write for any other information that may be necessary. Each week a list of the inquiries so received is made up in bulletin form and sent to the members of the association in the particular district from which they originate. We do not send the inquiries to all the members because we do not wish to have the prospect swamped with too much solicitation. Naturally these weekly bulletins make a most valuable mailing list for the members."

An analysis of the booklets and follow-up literature of this association shows that it is a thorough believer in the principle that the results of an advertising campaign with direct mail matter are going to be decided largely by the physical make-up of the printed material and the completeness of the written presentation.

In advertising matter of this kind, there is ever present the temptation to edge up a bit here and there and admit a few cheaper touches on the basis that the highly finished job can be appreciated only by the expert, anyway. This is a mistake. Leave out one color in what ought to be a four-color process job on a cover page and the average person who gets the booklet cannot detect the omission as can an expert. Yet the thing does not have the appeal to him; it does not have the selling punch that it would were the other color put

(Continued on page 25)



### Ready for market in less time at big saving in winter feed

Winter live-stock being prepared for the spring market will put on more fat, with materially less feed, in warm, dry, well-ventilated buildings than they will in cold, draughty quarters.

Hollow Tile farm buildings are always warm, dry, and easily ventilated, because of the two or more air spaces in each unit of the wind-tight walls.

### Hollow Tile Farm Buildings

"They last as long as the Farm"

The Most Economical Farm, of Permanent Construction

The first cost is practically the same as well-built frame farm buildings—and it is the last cost, for they are permanent and do not require continual repairs and paint. Their smooth, sanitary walls are rat and vermin proof and they offer a fire-insurance liability needed by every breeder.

Hollow Tile farm buildings are not experiments. They are profitable farm-building investments and pay big dividends.

If you are going to build, get our free book, "Hollow Tile Farm Buildings," and you will be convinced that Hollow Tile farm buildings are the most profitable.

As you can see, the book is a valuable one. It is made in a compact and easy-to-read form. It is a must for every farmer or stock raiser. It is a must for every farmer or stock raiser.

THE HOLLOW BUILDING TILE ASSOCIATION

1000 N. 1st St., Chicago, Ill.

Write for free book, "Hollow Tile Farm Buildings."

Advertisement for Hollow Tile Farm Buildings

Advertisement for Hollow Tile Farm Buildings

Advertisement for Hollow Tile Farm Buildings

Advertisement for Hollow Tile Farm Buildings

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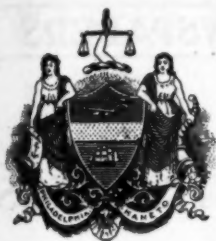
Advertisement for Hollow Tile Farm Buildings

Advertisement for Hollow Tile Farm Buildings

Advertisement for Hollow Tile Farm Buildings

Advertisement for Hollow Tile Farm Buildings

Advertisement for Hollow Tile Farm Buildings



# Philadelphia

(the third largest market in the U. S.) has 33,028 more women than men

When you consider that of Philadelphia's total population of 1,823,158 (within the city limits), the grand total of the female inhabitants numbers 928,093, you get an idea of its importance to manufacturers of Women's Wear.

If you are a shoemaker, think of this wonderful concentrated outlet for your women's shoe department.

Frocks, gowns, underwear, hosiery, corsets, millinery, toilet articles, and things distinctly feminine in their appeal could not be better introduced to the public than through this waiting market made up of the women of Philadelphia.

In recent months the number of women's shops in Philadelphia has greatly increased, and they and the big department stores are all doing a prosperous business.

No trouble to get distribution here if you will tell the women folks of Philadelphia about your goods.

## Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

# The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

"In Philadelphia nearly everybody reads the Bulletin"

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

More than 400,000,000 cigars were "Made in Philadelphia" last year.

**SCRIPPS NEWSPAPERS**

# The Memphis Press

The Memphis PRESS is published in a city of 162,351 people.

Memphis is the largest city in Tennessee. The business and commercial growth of Memphis is indicated by the fact that 157 new industries and business organizations were added to the city in 1919, and many more during the first six months of 1920.

Memphis PRESS city and suburban circulation, daily average for six months ending March 31, 1920, was 32,012, of which 28,708 was city circulation and 3,304 was suburban circulation. The combined city and suburban circulation of The Press is greater than the combined city and suburban circulation of the other afternoon paper.

The Memphis Press management is planning to develop its suburban circulation as intensively as it has its city circulation, by making The Press available to people living in the Memphis trading territory.

Concentrated city and suburban circulation makes for greater sales for the Press advertiser. No endeavor is made to secure far-flung outside circulation.

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# SCRIPPS NEWSPAPERS



SCRIPPS Newspapers offer real co-operation to the advertiser.

This local service is much more than merely "something to talk about." It is genuine, legitimate, helpful, valuable business service, not "ready-made" but adapted to the special needs of the advertiser.

## *The twenty-two Scripps newspapers are:*

Akron Press	Memphis Press
Cleveland Press	Oklahoma News
Cincinnati Post	Portland (Ore.) News
Columbus Citizen	Sacramento Star
Covington (Ky.) Post	San Diego Sun
Dallas Dispatch	San Francisco Daily News
Denver Express	Seattle Star
Des Moines News	Spokane Press
Evansville Press	Tacoma Times
Houston Press	Terre Haute Post
Los Angeles Record	Toledo News-Bee

# Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARRIDGE BLDG.

Chicago Office: 1ST NATL. BANK BLDG.



# Democracy— and Buying Power

America is the land of the Rapid Rise.

Quick progress along the road to fortune—you know of a dozen examples. The employe of today is the employer of tomorrow, the industrial captain of the day after. This is no news to you. Nor is this:

In America there is no permanent "lower class."

As a man's material position is bettered, his buying power increases. John Smith, apprentice lathe-hand of twenty years ago, is the same John Smith who today owns a prosperous machine shop, with a proportional increase of personal expenditures.

So the advertiser who singles out certain John Smiths because they are *prosperous now*, and neglects all the other John Smiths who are merely on the way to prosperity, is deliberately short-sighted. His market, sooner or later, will be exhausted.

The Daily News reaches all the John Smiths in Chicago, the John Smiths at their various conditions and stages. It goes out to rich and poor, class and mass alike.

Going into practically all the homes worth-while from the advertisers' standpoint—worth-while now, worth-while tomorrow, The Daily News reaches all of the Chicago market—the market of the present—and the market of the future—at *one* cost.

## The Daily News

*First in Chicago*

on. The Hollow Building Tile Association has gone the limit in the way of high-class presentation. The illustrations in the books, the printing, the paper and the general make-up are such as to make the follow-up campaign rather more expensive than one usually sees in propositions of this kind. Yet the association officials declare the results more than justify this policy.

One book is called "The Hand Book of Hollow Tile Building Construction." It is a technical presentation of the subject of interest to architects and contractors. The average man has not a great deal of use for this book. But it is necessary and profitable because of the newness of the proposition of using hollow tile for such a large miscellaneous list of buildings. The book outlines every detail of making this kind of building and is used as a handbook by architects and contractors all over the country.

"Our experience with this book," said Mr. Sleeper, "has convinced us that a concern knowing its business need not hesitate to instruct its highest grade customers in an A, B, C way. The bigger the architect and the more efficient the contractor, the more receptive they are to new ideas and the less inclined to believe that they know it all. My experience in advertising has been that concerns are likely to approach in an apologetic way the matter of instructing high-grade technical experts like architects. But no apology is needed. When the proposition is new as this is, somebody has to lay down certain definite principles upon which the whole succeeding course of the industry is going to be based. We have handled this thing so completely as to take in the smallest detail. We have left nothing to chance and have not assumed that the architect or contractor knows anything about the subject under discussion. The book is presented in a technical way, however, so that nobody but an architect or contractor can get the best out of it. It is appreciated,

therefore, for what it really is. And we have been surprised and gratified at the reception it has gained."

A smaller book is called "Hollow Building Tile Manual for Builders and Masons." This handles the proposition of building on a primer class basis. It is so plain and simple that the writer believes even he could erect a tile building and cover it with stucco according to the Hollow Building Tile plan.

This book can be used by the farmer in erecting such buildings as he may need if he is not able to get the services of a builder or if he prefers to do the work himself.

In the general periodicals is advertised an attractive book called "Hollow Tile for the Home." In this book pictures are mainly relied upon to tell people what hollow tile can do in the way of construction of houses, bungalows and garages. Some new-style buildings are illustrated in the book, accompanied by outline drawings of the plans. Anyone desiring blue-prints of any building in the book can get them from the local contractor or dealer in building material. If he writes the association for the plans his inquiry is referred to the tile manufacturers of the district and by them to the local person who is most interested. All the blue-prints are supplied members at actual cost. Then they can be distributed to the members' customers free or by whatever other plan the manufacturer wishes to use. A similar method is followed in sending out the book called "Hollow Tile Farm Buildings."

#### ADVERTISING OF INDIVIDUAL MANUFACTURERS ENCOURAGED

Another thing about this association's advertising plans that is especially worthy of note is that emphasis is placed upon the fact that the association's national advertising by no means should be relied upon by the local member for the complete solution of his own advertising needs. Some

members of the association are themselves national advertisers. Others who necessarily must advertise in a local way are urged not to let up in their advertising activities just because the association goes so far to make MasterTile known nationally.

"We are building up a big national demand for MasterTile," said Mr. Sleeper, "and the highest amount of good from this can only come to the individual member when he hooks it up with his own business through his own advertising. We naturally are thorough believers in advertising, but we are not foolish enough to believe it performs miracles. The association's advertising tends to educate the people and to make MasterTile known as a high-grade building material. This done, the local manufacturer's advertising and selling problem becomes simple. We go nearly all the way and the local member has comparatively little to do in getting his share of the benefits. But he must see that this little is done. This, as I understand it, is true in all kinds of national advertising. Good will of the most valuable kind can be created for a product. But this in itself is not going to bring complete success to the retailer. He must jump in and do this part to get the benefits that can come to him."

For purposes of administration, members of the Hollow Building Tile Association are divided into geographical groups. Each has a group organization which is responsible to the national organization comprised of the usual officials and fourteen directors. In each group a meeting of the members is held once a month. One or two directors usually attend such group meetings. The directors meet in the national office six times a year. None of these is on salary but each gets \$15 a day for the time actually put in at association work.

The association is financed by each member paying into the treasury fifteen cents for each ton of hollow tile he has shipped during the month. He makes a

monthly report to the association, giving the facts upon which his assessment is based. These reports are gone over by the auditing committee once a month and can be checked up on if necessary.

This plan of financing naturally allows the small manufacturer to come in the association without prohibitive cost. And the range in size of the members from the biggest down to the smallest is shown by the fact that the association has members paying as high as \$75,000 a year dues into the treasury and others paying as low as \$150 a year. With such a financing plan the association's growth depends directly upon its success in increasing the monthly tonnage of its members. The higher this tonnage grows the greater will be the amount of money that automatically goes into the association's treasury and the more there will be available for promotion work.

The objects of the association, including the advertising which already has been outlined, may be summed up in four divisions:

First, the proper adjusting and fixing of freight rates as applied to hollow tile. All complaints and requests of individual members along this line are taken up by the association with the Interstate Commerce Commission or the railroads.

Second, the education of the general public on the importance of hollow tile construction and the place that it ought to occupy in the building programme of the country.

Third, the making of extensive tests which are necessary to bring about the proper recognition of hollow tile construction in building codes.

Fourth, insurance against a depression in the building market which manufacturers generally agree is bound to come sooner or later and which will be disastrous to industries that are not strongly organized.

One big manufacturing object which the association is working for is standardization. It maintains a bureau of standards in

which the foremost experts are continually working not only to investigate the possibilities of clay for its further development as a building material, but to standardize the products in quality, shapes and styles.

"In this standardization," said Mr. Sleeper, "the association is going to do something which not only will affect the members' profits favorably, but tend to reduce the cost of building. We are working toward such things as standard window and door openings. These of course will work with other burnt clay products as well as ours—with brick, for instance. We are going to try to bring about standard story heights to conform to all building codes. But working all these things out we are going to simplify building and bring about a condition of great benefit to all concerned. We now maintain two field engineers who are at the disposal of all our members in giving expert counsel on building problems. The plan is eventually to

have one field man in each geographical group."

The association does not attempt in any way to control the prices its members shall charge for hollow building tile. It has, however, put out what it calls a universal price list on hollow building tile which is used by all its members. There is a place on the front page where the individual member can imprint his name and thus make the price list his own. A regular list price for a thousand pieces is given on all the standard sizes of six kinds of building tile. Then there is a table showing discounts from this price all the way from 1 per cent up to 80 per cent. The member can use the price list under this plan, and by indicating his discount to his customers can make it fill his needs exactly.

"We believe," said Mr. Sleeper, "that proper promotion and publicity can put an organization on its feet much better and faster than can be done through sitting around a table and fixing prices."

# **The George L. Dyer Company**

## **42 Broadway New York**

**Western Offices  
76 W. Monroe St.  
Chicago**



### **Newspaper, Magazine and Street Car Advertising**

#### **Publicity and Merchandising Counsel**

### State-Wide Advertising Campaign for Open Shop

The Southern Metal Trades Association, the Employers' Association of Atlanta and the Georgia Manufacturers' Association have affiliated their interests in a co-operative advertising campaign to be carried on over the state of Georgia in behalf of the open shop. The campaign, which has been planned and prepared by the George W. Ford Company, advertising agents, of Atlanta, consists of twenty-six double-page advertisements which will be published for twenty-six consecutive weeks in the twenty-eight daily newspapers of Georgia.

### Would Advertise Food Value of Eggs and Poultry

When the American Poultry Association meets in Kansas City next week the question of national advertising will come up for attention. An attempt will be made to formulate a method of creating an advertising fund to give publicity to the food value of eggs and poultry meat, similar to what has been accomplished in behalf of citrus fruit, raisins, apples and dairy products.

### Louis Balsam Goes East

Louis Balsam, formerly service manager of the La Salle Extension University, Chicago, has been appointed correspondence counselor of the Lewis Manufacturing Company, of Boston and Walpole, Mass.

### Two New Accounts for Detroit Agency

The Campbell, Blood & Trump Advertising Agency, of Detroit, is now handling the account of the Ray Battery Company and the Iodent Chemical Company, both of Detroit.

### Greig & Ward Have New Copy Director

Y. K. Smith, formerly copy writer and account executive of Critchfield & Company, has been appointed director of copy of Greig & Ward, Inc., Chicago advertising agency.

### Chas. H. Eddy Company Adds to List

The Schenectady, N. Y., *Union-Star* has appointed the Chas. H. Eddy Company, of New York, Chicago and Boston, as its national advertising representative.

### W. K. Porzer With Deatel

W. K. Porzer, formerly advertising manager of the Newark Shoe Company, Baltimore, has joined the Deatel Advertising Service, also of Baltimore.

### Henry Schott a Vice-President of Montgomery Ward

The board of directors of Montgomery Ward & Company last week elected Henry Schott a vice-president, in charge of sales and advertising.

This mail-order house has opened a retail outlet store in Chicago, for the sale of surplus supplies of its regular mail-order stock. The advertisement announcing the opening stated the prices would be forty per cent below the catalogue quotation.

### Marshall Johnson Joins "The Nebraska Farmer"

Marshall Johnson, Western representative of *System on the Farm*, Chicago, for the last three years, has joined the advertising staff of *The Nebraska Farmer*, Lincoln. Previous to his connection with *System on the Farm*, Mr. Johnson was manager of Mooseheart Farm, of 1,052 acres, Mooseheart, Ill.

### Geo. W. Reese Opens Service Agency

George W. Reese, who has been advertising manager of the D. H. Holmes Company, New Orleans, has opened an advertising service agency in that city. His assistant, Davis McCutcheon, succeeds Mr. Reese as advertising manager of the Holmes company.

### A. J. Bruhn Advanced at McCann Agency

A. J. Bruhn, who has had charge of the printing and engraving department of the San Francisco office of The H. K. McCann Company, has been made space buyer and media analyst of this office of the McCann agency.

### Added to Staff of New Orleans "Item"

Clifford G. Franklin, for the past three years with the advertising department of the Atlanta *Georgian and American*, is now connected with the New Orleans *Item* in the advertising department.

### Deters in New Position With Samuels

H. J. Deters has been appointed advertising manager of M. Samuels & Company, Baltimore. Mr. Deters has been associated with this concern for the last thirteen years in various capacities.

The S. C. Beckwith Special Agency has been appointed national advertising representative of the Houston, Tex. *Post*.



## Height of Efficiency

Some of the shrewdest and most successful national advertisers use THE PEOPLE'S HOME JOURNAL because they appreciate the extra value of an ALL-THE-FAMILY magazine.

Its fiction, its departments and its features are edited with the ALL-THE-FAMILY interest in mind.

To appeal directly to the purchasing agent of the family and at the same time influence all the other consumers in that family is the height of advertising efficiency.

The People's Home Journal  
NEW YORK

*For 35 Years the Magazine for Every Member of the Family*

# "A Cover Medium"



Farm Life with 750,000 circulation after January 1, 1921, is the real national "cover medium" in the farm field.

By using it you get an even volume of circulation the country over.

You don't have to buy more than you want in some sections, and take less than you need in others.

There is no "excess baggage" to pay for—and no thin spots in your cover.

There are some excellent reasons why the advertiser who uses one national paper and a number of sectional papers should choose Farm Life.

Those reasons are shown with precision and in much detail by a series of charts and maps that are available for the asking. They show just how Farm Life is as "National as Agri-

## Middle States

Farms 36% of Total in United States  
Farm Life 32% of Total Circulation

## Western States

Farms 6% of Total in United States  
Farm Life 6% of Total Circulation



## Eastern States

Farms 12% of Total in United States  
Farm Life 17% of Total Circulation

## Southern States

Farms 46% of Total in United States  
Farm Life 45% of Total Circulation



# Minus "Excess Baggage"

culture," why it is the only truly national Farm Paper.

We also have the answers to a questionnaire sent in by more than 6,000 readers of Farm Life in every part of the United States stating the size of their farms, the make of their automobiles, the brand of their baking powder, and so on.

More than 50 commodities are covered and the figures not only show what kind of people read Farm Life but what is equally as interesting, the standing of various products with farm people *by states*.

You may have the data on any subjects that interest you.

Write for the charts

THE FARM LIFE PUBLISHING COMPANY

The John M. Branham Company

Special Representatives

New York Chicago Detroit St. Louis Atlanta

SPENCER, IND.  
**Farm Life**

---

**Try it out in Representative Milwaukee**

---

## Command *All* of the Milwaukee Market

Don't be satisfied with only a part of your potential sales in Milwaukee. Even though your product seems to be selling well, you may be getting only a small percentage of the large volume of Milwaukee business that you *could* get.

The Milwaukee Journal has had 38 years to study this great market. The Journal can show you how to increase your sales in Milwaukee—surely, quickly, economically.

Four out of every five people in Milwaukee who read English read The Journal every day, year in and year out. The Journal is their buying guide. Advertising in The Journal thoroughly covers Milwaukee at one cost.

To enlarge your sales in this prosperous field first write The Journal's Service Department for market information in relation to your product.

## *The Milwaukee Journal*

HARRY J. GRANT, Pub. . . R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

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Mr.

# Our Next Job Is to Simplify Raw Material Movement

Advertising Can Tell of Methods of Solution by Which All Producers May Benefit

By A. R. Howell

ONE of the country's biggest factory executives when asked if the present financial situation would cause his organization to cut production said "No. Neither credit nor labor conditions are holding up our expansion plans. Our only trouble is getting crude materials."

Similar comment on the stricture in raw product movement comes from every part of our commercial structure. The eastern manufacturer is calling for priorities on coal or steel. The building materials trade is fighting rulings that might interfere with the movement of lumber, brick or cement. Public utilities threaten shut down if their bins are not filled promptly. Municipal authorities are watching the receipts of food stuffs with a jealous eye.

It would seem to be a case of every consumer for himself in a wild scramble to divert shipments while the farmer, miner and lumberman in the background are elbowing one another in the struggle for shipping space.

In the recent furore of newspaper articles, each crying an impending famine in this or that raw essential, there was much glib talk of a "car shortage" and the railroads were the target for blame.

The press comment has lost something of its seeming trade partisan or political bias and has striven to steady public attention on a calmer statistical study of the facts. We find the New York Times of July 14 speaking editorially as follows:

"It is difficult to apportion precisely the blame for the inadequacy of railway facilities to the demands upon them, but it is too plain for doubt that the deficiency is due mostly to growth of the

demand. Compared with the pre-war year 1913 there has been an increase in production of wheat by 20 per cent, of coal 14 per cent, of iron ore 26 per cent, of pig iron the same, of manufactured steel 44 per cent, and so on through a long list. The country has grown, but the railways were not allowed to grow. Comparing 1918 with 1913, there was an increase in track mileage of 2.2 per cent, and of all tracks (main tracks, yard tracks, sidings) of 6 per cent. In supply of cars and maintenance generally the railways are actually deficient. Rates were increased a billion dollars, but wages absorbed it all. Rates are about to be increased again, and it is not clear how much will be allowed above what the new wage award will absorb. But one thing is sure—the country will have to reduce its business if the railways are not nourished. They cannot be scolded and starved into increasing their service."

Here is the rub of facts behind the "car shortage." We have more raw materials to move to the market and in moving them we have been trying to spend more freight car mile hours than we find available.

ARE THE RAILROADS WHOLLY TO BLAME FOR CAR SHORTAGE?

Let us consider the time and devious routings our crude materials take in getting to the market. Any metal is a good example. It is dug and shipped as ore to furnace or refinery. It comes out as pig or billet and is shipped to a foundry, rolling mill or castings plant. From here it may move to a parts maker and from him to the assembling shop of some manufacturer, again to travel out to its final use point through the customary distribut-

ing channels—broker or jobber, retailer, etc. This particular piece of crude material has had three or four freight trips, some long, some short, before it had enough use value built into it by the manufacturer to make him anxious to speed it to the market. In crude material form it enjoyed such a low freight rate that when owned by men whose interest in it does not extend beyond the raw material stage any such product will seek the highest price market irrespective of the time and mileage consumed in getting it there.

But few even of our bigger industrial units own their principal crude material sources and their purchasing agents have but little consideration for the mileage a raw product must travel providing the freight travel does not affect the price and delivery terms sought. So the public often loses months of finished product use and the banker is hard put to find means of stretching our gold reserve to cover the time lost in getting goods to market.

If you will add to the picture of the movement of mined material the similar complex routings of lumber and other raw or semi-finished products moving back and forth across our railroad systems the "car shortage" and its related tying up of commercial credits becomes a simpler picture.

#### EVERY MAN'S STAKE IN THE PROBLEM

Our big railroad men can no doubt devise means of extending the hour mileage of our freight equipment but they will have to meet freight space demands as they find them. And in making any changes in car handling methods they have other phases of the problem to consider, such as the cost in wear and tear on locomotives, many of which are designed only for long, slow haulage service. So it is hardly probable that the railroads can meet the situation without help from those of us whose methods of transacting business have brought about the car mileage waste that seems to underlie the problem.

While every one in the country has a financial stake in the situation, the men engaged in marketing have a particularly direct interest in its solution. Our very jobs may depend on its successful handling.

According to reports the credit tie-up is causing many bankers to refuse loans for the extension of business, not because the collateral offered is not adequate, but simply because there is not enough liquid credit to meet the demand for funds. And authorities advise that there can be but little increase in the total the banks feel able to lend while the present banking practice of relating gold reserve to the total amount of credits available remains unchanged. Nor can present loans be liquidated in any appreciable amount as long as the "car shortage" imposes its burden on the credit fabric. This burden is considerable. First, the usual line of credit extended to manufacturers to cover goods in freight transit has had to be renewed again and again because railroad embargo and terminal congestion have held the product from the market.

Then delayed delivery of crude materials essential to making partly finished products in the factories more fully marketable forces the manufacturer to go to the banker for funds to cover the resulting extended factory inventory. Add to this the money tied up in crude materials jockeyed about the country in the owners' effort to find the highest price market and you have multiplied demands on our credit system almost to the breaking point. The situation would indicate that crude material movement is tying up the greatest amount of credit time.

Here is the key log in the jam. The buyer whose penny saving wastes car miles in bringing crude materials unnecessary distances must be taught what he is costing not only the country but his own organization in cost and availability of bank credits. The producer of crude material must devise more economical routings

to the market for his output. Else we will all have to cut our business plans to the meagre measure of the liquid credits we have left to work on.

The bankers are at work on plans that may increase the country's working capital, but the effect of their efforts will not be felt for some time. It is up to those of us who use the country's freight equipment to ease the burden our inefficient use of it lays on our collective bank account. We can save a lot of money nationally if we will apply the war-taught lesson of working together rather than competitively.

#### CRUDE MATERIAL BUDGETING THAT COULD CONTROL CAR MOVEMENT

During the war we had a taste of what centralized co-ordination of freight movement would do to speed material to the seaboard. And the success of the coal pool in the New York district demonstrated that a common store of raw material may be established without prejudice to individual interests in delivery time and yet eliminate the struggle to divert shipments that throws such a car time burden back on the carriers. In most cases, however, the honest purpose to co-operate for the public good runs afoul of the statutes. It remains then for individual effort to do what it can to ease the situation, unless such co-operation can be legalized by extending the supervising war powers of our federal commissions until the need has passed, i. e., until railroad equipment building creates a surplus of freight moving rolling stock. And it is interesting to note that the Supreme Court is moving right now to determine if powers of this character can be exercised by the Federal Trade Commission.

The methods of the steel companies in establishing a budget of individual customer demands and then allocating steel shipments to meet the time needs of each dependent industry with the most economical shipping schedule is a good example of how buyer and seller can co-operate for the com-

mon good. And in each big raw material group we have one or more dominating companies or associations who could undertake the compilation necessary to determine their trades' time requirements in volume of shipping space.

Much of our wartime production efficiency was built on such a marshalling of co-operative effort by basic trades. And with most executives the war period experience left a taste for joint action that would eliminate at least a part of the jockeying for individual advantage that is the bane of most association effort. If such a plan of moving the nation's raw material to meet the budgeted time requirements of our several trades could be worked out under Federal supervision it might even form the basis for a plan for more equitable distribution of available credits. Certainly it would do much to bring order out of the chaos of present-day freight routing.

Even if such a plan prove impracticable through Supreme Court rulings, each producer can do much to speed up crude material moving under his control by eliminating waste motion in his own distribution mechanism.

#### DISTRIBUTION REORGANIZATION BY CRUDE MATERIAL PRODUCERS

In recent years certain of our big crude material producers have put their product message before the general public, acting either as individual companies or as trade associations. And while their motive in most cases has been to stimulate sales interest in their product, the contact so established with the public has shown the sales advantage of a more direct control of their materials movement from source to market.

It has been the experience of these companies that once their signed claims of service and product quality appeared, the public quickly gave them back the real facts of how complex trade distribution methods interfered with delivery service and often even worked to lower the standard of

quality initially established by them.

Most big producers of essential metals have found their marketing badly handicapped in three important phases. First, those who bought it from them at the source were using improper methods in its primary fabrication, were constructing their market by an abnormally high price and were often moving the raw material to points far distant from the producer's plants only to sell the greater part of the semi-finished product to organizations in the producer's immediate neighborhood. Then the manufacturer who wanted this metal in semi-finished form had to get it in one form from this group of fabricators and in other forms from several entirely different groups, each quoting for his business on such an altogether different basis that he was often exasperated in the effort to get down to an intelligent purchasing basis. And finally the manufacturer was forced to spend a good deal of unnecessary labor time because he didn't know the low cost way of handling the metal parts he finally secured. Aside from its cost in good will lost to the producers, just consider the cost in credit funds tied up in each ton of this metal by this marketing situation.

The measures which these organizations are taking to correct this marketing tangle deserve study by those trade groups who can speed the movement of crude material along similar lines. The first step has usually been to cancel the sales agency rights of those who in turn contracted for the primary fabrication of their product and to provide for that primary fabrication in plants which they directly control. This move in time enables them to dictate the terms under which they will sell the semi-finished product, even to the extent of standing behind its service use only where the organization using it as part of its finished consumer product handles the metal properly in this final fabrication.

These companies are able to

make such radical changes in their marketing mechanism only by taking the public into their confidence to the point that secures full consumer support for each marketing move and they are doing it through advertising.

We, as advertising men, have a plain public duty to discharge in studying this crude material situation to bring all possible solutions to the attention of those dominating producing organizations with which we are in contact. For if each leader or trade group can work out a plan that will speed their raw product to the final use market, they will not only build valuable good will that can be focused in their individual trademark or name, but they will also be doing much to relieve both the burden on our railroads and the more vitally important burden on our national credit structure.

### Consolidation Coal Account With Thos. F. Logan

The Consolidation Coal Company, with headquarters at New York, has put its account in the hands of Thomas F. Logan, Inc. This company owns and operates a number of coal properties and public utilities throughout the country. A national campaign will be undertaken for this account.

### F. H. Tobey at Chicago for Boston "American"

Frank H. Tobey, who has been connected with the New York office of the Boston *American*, has been transferred to Chicago and becomes Western representative of that paper. He succeeds Mortimer Berkowitz, who has been transferred to the Washington *Times*.

### "Abrasive Industry," a New Penton Publication

The Penton Publishing Company, of Cleveland, will issue a new publication, *Abrasive Industry*, on October 1. This new publication will be directed editorially to works managers, superintendents, grinding-room and tool-room foremen and operators.

### Farm Paper Appoints Representatives

*Farm Machinery—Farm Power*, published by the Midland Publishing Company, St. Louis, has appointed Roy Barnhill, Inc., New York, Eastern advertising representative.

# Beyond the Visible Facts

We welcome a comparison of our circulation figures and advertising rates with other media. But in judging the value of The Capper Farm Press as an advertising medium, you should also consider:

The wide-spread popularity and influence of its publisher and editors with the farmers of the Midwest.

The solid, substantial qualities of the Midwest farm folk and their general prosperity.

The extraordinary amount of reader-interest maintained by The Capper Farm Press on account of its practical close-up service to the farmers.

The far-reaching effects of an organization continually striving to render the best possible service to its readers and advertisers.

These things must be considered before you can fully appreciate the true value of

## *The* CAPPER FARM PRESS

(Members A. B. C.)

TOPEKA, KANSAS

ARTHUR CAPPER, Publisher

MARCO MORROW, Asst. Publisher

### BRANCH OFFICES

CHICAGO.....109 N. Dearborn St.  
NEW YORK.....501 Fifth Avenue  
DETROIT.....Ford Building  
KANSAS CITY.....Graphic Arts Bldg.  
ST. LOUIS.....Chemical Bldg.  
OMAHA.....Iron Bldg.  
OKLAHOMA CITY.....Continental Bldg.



# "Serving the Export Department"



The commercial potential markets of the world are beginning to demand more and more that our manufacturers should be able to export.

(6)

1400 leading American manufacturers and exporters use the **AMERICAN EXPORTER** to share in the eight billion dollar export trade of the United States.

"Serving the Export Department," a book, just published, shows exactly how we benefit these manufacturers and how we help solve the problems which face them in finding an export outlet for their goods.

We investigate the market possibilities of a certain article in a foreign country.

We prepare an export advertising campaign which pulls inquiries.

Lists of merchants abroad are supplied so the manufacturer can circularize the trade.

## AMERICAN EXPORTER

17 BATTERY PLACE, NEW YORK

The World's Best Journal

# SERVICE—THE KEYNOTE OF THE AMERICAN EXPORTER

By Franklin Johnson,  
Publisher

PERSONAL, individual service and co-operation both to the American manufacturer and to the merchant abroad is closely tied up with the publication itself. We have helped scores of manufacturers in their export business started in the past. Requests for our assistance and advice come not only from manufacturers who are just starting an export business but they come from old established firms, not excluding some experienced international commission houses, who realize that sometimes "two heads are better than one" and that a broad, variegated experience may have included the solving of problems. We have found it rather nearly impossible to offer advice correct—what might otherwise have been serious costly mistakes. We have analyzed every department of organization, and every one of the over

*Send for  
free copy*

[ 7 ]

We prepare export circular letters and catalogues in foreign languages.

Reports are made on foreign buyers visiting the United States.

Foreign trade opportunities are furnished.

In short, we help the manufacturer establish and later conduct his export department with a minimum of lost motion.

To anyone interested in foreign trade, "Serving the Export Department" will prove well worth reading.

We should like to send you a copy of this illustrated book.

## EXPORTER

NEW YORK

World's Best Journal

Simply drop us a line or write your name and address across this announcement.

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 WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?
 

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## The Jobber Listens When You Tell Him About *His* Paper

Many advertising men have the wrong impression of the method shoes are distributed in this country. They believe that the shoe sales are largely controlled by factory stores or factory representatives. This is true in the larger cities. But out in the smaller towns shoes are largely bought through wholesalers. The shoe trade in the smaller towns in a peculiar egg-shaped section in the Central West, is "jobbed" from Indianapolis. And the two Indianapolis shoe wholesalers traveling sixteen men over this territory are influenced more by The Indianapolis News in their purchases than by any other paper.

*You'll be interested in the new booklet, "Seven Studies In Distribution". Send for it.*

# The Indianapolis News

*First in America in National Advertising 6 Days a Week*

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Bldg.

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 USE NEWSPAPERS ON A THREE-YEAR BASIS
 

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# Importer Gains Sales by Educational Campaign

Manifold Uses of Olive Oil Explained in Newspapers

IT can generally be taken for granted that a product which grows into a sizeable demand without selling pressure has elements of appeal to a still wider market which advertising should be used to develop. The fact that consumption of olive oil is considerable without adequate advertising, and that its use is restricted to no particular section of the country, to no one class, and to no group of nationalities, is further evidence. The stage is all set for advertising calculated to gather loose ends together and put over creative appeals which would much increase consumption.

These facts have been proved by A. Magnano & Co., Limited, of Vancouver, who have been advertising olive oil in an unusual way in Western Canada. This company has a branch at Genoa, Italy, and is a large importer of olive oil. Its specialty is "Napoleon Extra Virgin," oil obtained from selected olives on the first press.

The Magnano company has used well-planned educational advertising to obtain wider distribution and to develop local markets. Current campaigns have principally used daily newspapers. The company believed the product, and its potential market, merited advertisements of a size which would "show up" on food and women's pages in competition with the run of products advertised. The size adopted was three columns by ten inches. The product is illustrated in each advertisement—a "tin" (a "can" is a "tin" in Canada) of Napoleon olive oil—to familiarize consumers with the appearance of the container.

There is other illustrative matter, determined by the copy of the particular advertisement. Here the company used good judgment. The obvious selling opportunity consisted primarily in edu-

cation. Many possible consumers had never used olive oil; many others used it in a limited way. There were qualities in virgin olive oil susceptible of wide appeal and these qualities had never been driven home.

## DEVELOPING USES

The Magnano advertising, accordingly, has been characteristically creative. There were several appeals to be used. One was the virtues of olive oil as a beautifier. Considering the enormous sale of beautifiers of one variety or another in America, and the underlying psychology, this field looked like a whole market in itself.

An advertisement developing this appeal was headed "Cleopatra's Beauty." It told of the use of olive oil by beautiful women of history; how, almost without exception, it is prescribed to-day. It gave directions for using olive oil regularly as an aid to the complexion and for its health-giving properties. It gave an olive-oil treatment for wrinkles and hollow spots.

This advertisement, as well as others, invited requests for a descriptive booklet, "The Guide to Health."

"Squeeze the juice of a lemon or an orange into a wine glass," read one advertisement, "and add two tablespoonfuls of Napoleon Extra Virgin Olive Oil—that's a real Olive Oil cocktail—real in the sense that its continued use brings bloom to your cheeks, health to your body, and peace to your mind. Try this cocktail."

"There Is No Fad About The Taking of Olive Oil—Ask Your Doctor!

"But be sure of the Olive Oil you use. There are three grades of pure Olive Oil—the first, second and third presses. The 'Golden Oil' with its almost magic effect, told about in ancient days, was the flow from the first light

crush of the tender spring tree-ripened olives. And the 'Napoleon' Oil you can now purchase from your grocer or druggist is the identical 'Golden Oil' of those olden days. How careful are those men, born and bred to the Olive Oil industry on the Riviera, to get just the very best of the

education on the subject of food uses. The average housewife has used olive oil very little in the kitchen. This advertising told of its superior qualities for baking, as well as for salads and mayonnaise. The descriptive booklet, "The Guide to Health," contained

general directions for use in cooking, together with a list of recipes.

The advertising plan has comprehended local newspaper campaigns as a backbone. A three-months' campaign in Winnipeg has just ended, and another of similar length started in Calgary. Victoria, B. C., was selected for one early successful campaign, and there has been advertising in Vancouver mediums. The trade has been reached in a grocers' publication. Advertisements, in addition to the name of the importers, have carried the name of the local regional distributor.

The advertiser of a product in which there is competition, and a fairly large number of brands on the market, seldom uses creative appeals without a searching consideration of possible results. This is doubtless one reason why so many products on the market for

years have never had the creative advertising they deserve. It is partly responsible, too, for the great swing into association advertising which is one of the most significant advertising events of the period. An advertiser who is faced constantly with the fact of competition naturally is going to ponder hard before adopting advertising which is likely to benefit his competitors.

The fact that the advertiser's



Squeeze the juice of a lemon or an orange into a wine glass—and add two tablespoonfuls of

### NAPOLEON EXTRA VIRGIN OLIVE OIL

—that's a real Olive Oil cocktail—real in the sense that its continued use brings bloom to your cheeks, health to your body and peace to your mind. Try this cocktail.

#### There is no fad about the taking of Olive Oil—ask your doctor!

But be sure of the Olive Oil you use. There are three grades of pure Olive Oil—the first, second and third pressed. The "Golden Oil" with its almost magic effect, told about in earlier days, was the flow from the first, light crush of the tender spring tree-ripened olives. And the "Napoleon" Oil you can now purchase from your grocer or druggist is the identical "Golden Oil" of those olden days. How carefully are those men, born and bred to the Olive Oil industry on the Riviera to get just the very best of the finest olives that grow to be put into the "Napoleon" branded tin. You can't buy two grades of "Napoleon" because there is only one grade good enough to be so trade-marked. But when you get the real "Extra Virgin" you get the highest percentage of nutriment, the most delicious taste, the parent of pure Olive Oil.

It is not sufficient for you to ask for "Pure Olive Oil"—ask for the pure authentic "Napoleon". Ask for "Napoleon Extra Virgin"—and see that you get it.

Distributors for the United States:

**A. Magnano & Co., Limited**

80 FORTAL STREET, KANSAS CITY, MO. NEW YORK, N.Y.

UNOSTENTATIOUSLY, THIS ADVERTISER HAS INCREASED SALE OF OLIVE OIL BY TELLING WHAT IT IS GOOD FOR

finest olives that grow to be put into the 'Napoleon' branded tins. You can't buy two grades of 'Napoleon' because there is only one grade good enough to be so trade-marked. But when you get the real 'Extra Virgin' you get the highest percentage of nutriment, the most delicious taste, the purest of pure Olive Oil."

Besides other advertisements, which developed olive oil as a health-giver, the series included

Electr

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Wes

Directs the Purchasing Power of the Electrical Industry

Electrical World  
Electrical Merchandising  
Journal of Electricity

## THE ELECTRICAL TRIO

Electrical World  
Electrical Merchandising  
Journal of Electricity

McGraw-Hill Co Inc. 10th Ave at 36 St. New York.

### ELECTRICAL WORLD

The broad national weekly engineering and business paper of the electrical industry. It is, in reality, five papers in one. It reaches the business, financial, commercial and operating men of the electrical industry, central station and industrial engineers and scientists. It is the "Voice of the Industry."

### ELECTRICAL MERCHANDISING

The monthly national business paper of the electrical resale merchandising trade. A clearing house for every new and successful idea of "how to sell" electrical goods. It reaches the jobber, dealer, contractor, central station and other electrical resale merchandise channels of distribution.

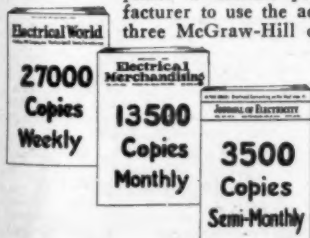
### JOURNAL OF ELECTRICITY

The electrical paper edited and published semi-monthly by men of the West for the electrical men of the West. It is the organ of the electrical industry west of the Rocky mountains. It recognizes and endeavors to help solve the electrical problems of this vast Western empire, the future of which holds unlimited opportunities for the electrical manufacturers.

### THE ELECTRICAL TRIO

of the McGraw-Hill Company reach every part of the industry. These three papers, taken as a unit, *direct the purchasing power of the entire Electrical Industry*; the central stations, investment bankers, consulting engineers and industrial engineers, jobbers, and the contractor-dealers.

With such a variance of viewpoint among purchasers in this complex industry, it simplifies a difficult problem for the manufacturer to use the advertising pages of the three McGraw-Hill electrical papers.



—think of them as a unit

—use them as a group.

McGraw-Hill Co., Inc.

10th Ave. at 36th St.,

New York

name and brand appears in the same space as the creative message is, of course, a reason why the bulk of the demand created will accrue to him under normal circumstances. However, advertisers find ways of making the tie-up closer. The Magnano company did this with educational matter about certain important features of olive-oil manufacture. It explained what virgin olive oil was—the gentle first press, producing the most nourishing, most delicious, most healthful oil. It explained why subsequent pressings were of lower quality. It told what virgin olive oil looked like, and that to ask for "pure olive oil" was not enough, because olive oil could be pure, in the sense that it was not adulterated, and still be far below the first press in merits. "Napoleon" brand was closely tied up with such explanation, and the conditions under which it was made in Italy described, together with the information that it left Italy in the same screw-top container in which it reached the consumer in Western Canada.

Grocers and druggists handle Napoleon brand, and the advertisements referred consumers to these.

Thus the advertising accomplished two things. First, it educated consumers to the valuable properties of good olive oil. Second, it showed consumers how they could obtain top-notch quality in the regulation American way, anywhere—by going to the store and calling for an advertised brand.

### Will Advertise Mops and Polishes

The Harzee Manufacturing Co., Cleveland, will soon undertake a national advertising campaign for "Harzee" reversible floor mops, "Harzee" polishes and other home accessories. The House of Hubbell, Cleveland, will handle this company's advertising.

### Better Business Bureau Being Formed at Tacoma

A Better Business Bureau is being organized as an adjunct to the Tacoma, Wash., Advertising Club.

### Electric Products Account With Powers-House

The Electric Products Company, Cleveland, manufacturer of "Wotton" battery charging equipment for automobile storage batteries, has put its advertising account with The Powers-House Company, Cleveland. A campaign addressed to garages is now in preparation.

### W. H. Dennis, Managing Owner, Halifax "Herald"

W. H. Dennis has become managing owner of the Halifax *Herald*, *Evening Mail* and *Sunday Leader*. He succeeds the late Senator Dennis, by provision of the will of the latter, the Senator leaving him a controlling interest in the business.

### Los Angeles to Have Motion Picture Magazine

*Pictures Press*, it is announced, is the name of a new motion picture trade weekly which will make its first appearance August 14. It will be published in Los Angeles. David Swing Ricker is director of advertising and circulation.

### Arthur Cummings With Engraving Company

Arthur Cummings, recently with The H. K. McCann Company at Cleveland, and former advertising manager of The Timken Roller Bearing Company, is now with the Northern Engraving Company, Canton.

### E. B. Eddy Joins H. K. McCann Company

Ezra B. Eddy, recently sales promotion manager with the P. F. Collier & Son Company, New York, and editor of "Good News," has joined the staff of The H. K. McCann Company, New York.

### Thornton Purkis Has Montreal Branch

Thornton Purkis, advertising, Toronto, has established a branch office at Montreal. The Montreal office is under the management of Arthur M. Griffith.

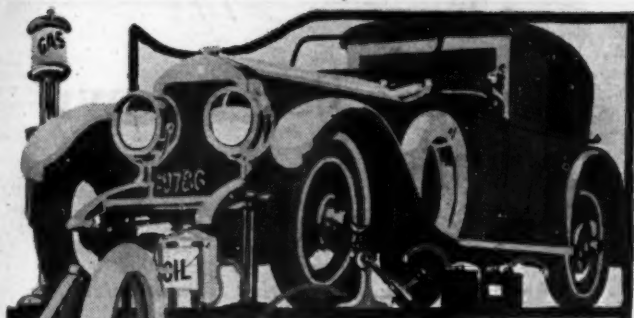
### Case Plow Account for McJunkin Agency

The advertising account of the J. I. Case Plow Works Co., of Racine, Wis., has been put in the hands of the McJunkin Advertising Company, Chicago.

### R. O. Warner, "The Rotarian" Western Representative

Robert O. Warner has been appointed Western advertising representative of *The Rotarian*, with offices in Chicago.





## Rich Automotive Market in Star's Trading Territory

*Few people realize the tremendous buying power of Indiana in Automotive supplies. It is estimated by the Indianapolis Auto Trade Association that Indiana's automotive purchases will amount to 5,000 trucks above a  $\frac{3}{4}$ -ton capacity, 42,000 passenger cars and 1,200,000 tires, during the present year.*

*The automobile registration for the state of Indiana for the year 1919 was 256,986 cars, approximately one car for every eleven persons in Indiana. There are today 63,000 miles of good roads in Indiana and \$4,800,000 is being spent on Indiana roads this year. Indiana ranks third in the use of farm tractors, nine per cent of all tractors manufactured having been sold to Indiana dealers.*

*For a full analysis of the Indiana automotive market, write the newspaper that reaches the buying power of Indiana every morning of the year.*

## The Indianapolis Star

Largest morning and Sunday circulation in Indiana  
 Eastern Representative—Kelly-Smith Co.  
 Marbridge Building, New York.

Western Representative—John Glass,  
 Peoples Gas Building, Chicago.

### THE SHAFFER GROUP

Indianapolis Star  
 Rocky Mountain News      Denver Times  
 Terre Haute Star      Muncie Star  
 Louisville Herald  
 Chicago Evening Post

*Carried  
 1,011,077  
 lines of  
 Automotive  
 advertising  
 in 1919*

# How the best known package in America was made

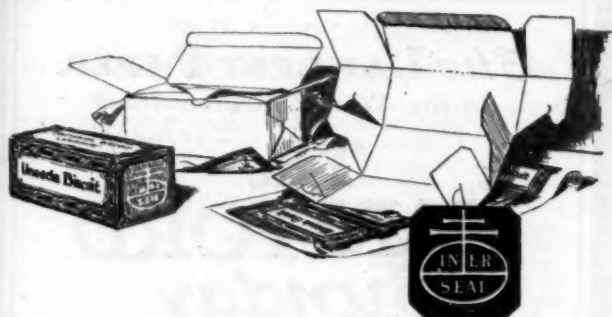
*The story of the success that revolutionized package merchandising*

**T**WENTY-TWO years ago, when practically all food products were sold in bulk, the National Biscuit Company determined to market a soda cracker in a special individual package.

To make this venture a success, the package had to achieve two purposes. It must deliver the soda crackers to the consumer as fresh and crisp as when baked—otherwise national distribution would be impossible. It must also establish a distinct and permanent individuality for the product—otherwise national consumer demand could never be stimulated.

Much of the success of the whole scheme, therefore, depended on the making of a successful package. The National Biscuit Company called in the Robert Gair Company. The two firms worked side by side to achieve success—a success which would demonstrate the sound economy of marketing packaged goods by the million.

A folding box of the most economical size and shape—a wrapper design which would be permanently distinctive and prevent any possible infringement—a purple ink for the wrapper and a red ink for the In-er-seal which would be absolutely unvarying—special machinery to insure quantity production—every single element was worked out with the most scrupulous care. From the folding box to the



famous Uneda label, that package was perfected in our factory—a package destined to become the best known in America.

*Packages for a billion dollars' worth of merchandise*

The first Uneda campaign in 1898 was an important factor in establishing package merchandising as the modern method of large-scale selling. To-day numberless varieties of products are distributed in packages—cereals, fruits, tea, coffee, ink, safety razors, inner tubes, vacuum cleaners. We have made packages for them all.

This wide experience explains why last year over a billion dollars' worth of merchandise was carried in Gair folding boxes, in Gair shipping cases, under labels made by the Robert Gair Company.

We control the whole process of manufacture, from wood-pulp to finished product. Our plant is the largest of its kind in the world.

With its facilities we are prepared to offer a complete service for packaging and displaying your goods—folding boxes, labels, shipping cases, window display advertising—giving unity to your product from factory to consumer.

## ROBERT GAIR COMPANY

BROOKLYN

*Folding boxes   Labels   Shipping cases*  
*Window display advertising*

*The* **LARGEST PAPER**  
*In the State of Connecticut*

**The**  
**HARTFORD**  
*Sunday*  
**COURANT**

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*The* **LARGEST**  
**MORNING PAPER**  
*In the State of Connecticut*

**The**  
**HARTFORD**  
*Daily*  
**COURANT**

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*Gilman, Nicoll & Ruthman*  
**REPRESENTATIVES**  
*World Bldg. Tribune Bldg.*  
*New York Chicago.*

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# Assurance of Price Protection Prevents Cancellations

How Manufacturers Can Keep Orders on Their Books for Fall Delivery

**R**ADICAL and courageous advertising can do a great deal right now toward lessening the force of the cancellation wave which is causing so much concern to so many manufacturers.

If the retailer can be persuaded that he is going to be protected in a financial way, he generally will be found willing to take a chance on receiving the goods he has ordered. The thing that is worrying the retailer is the fear—which most authorities believe to be unfounded—that the bottom has dropped out of prices and that to take on goods at present valuations may mean serious loss or even disaster later on. When the retailer can be shown that the whole burden of any loss is not going to be shoved upon him, he is likely to be responsive to a suggestion that negotiations be entered into before orders are cancelled or merchandise returned. The danger in the whole proposition is that the retailer becomes apprehensive to the point of taking snap judgment and not giving the manufacturer or jobber a chance. When the first fright is over there ought to be a good chance to nurse the retailer back to a more healthful frame of mind.

An instance of how this principle can be worked out is shown in a recent experience of Mayer Brothers, manufacturers of boys' clothing. The Mayer firm, like other clothing manufacturers, had purchased its raw materials and had organized its working force on the basis of the orders scheduled for fall delivery.

Right in the midst of the working through of these orders cancellations began to come in.

In an effort to stop the onslaught Mayer Brothers sent out a circular letter to their trade in which the situation was handled with refreshing frankness.

The letter freely admitted that

mills were closing, that employees were being laid off and that the curtailment of loans by banks throughout the country had prevented many manufacturers from starting on their heavy-weight orders.

"When the fall season opens," the letter said, "you of course will want the goods you have bought. We have in process of manufacture now the greatest portion of our orders and will be in a position to give early deliveries."

## GENEROUS PROPOSAL MAKES FRIENDS

Then to set the merchant's mind at rest as to any price risk he shall have to undergo the letter made this proposition:

"If there should be any reduction in the prices of woolens, trimmings or manufacturing on suits before November 15, or on overcoats before December 1, you will be given full credit on all such reductions even though your goods have already been shipped. If, on the other hand, prices advance you are also protected, as in this case the merchandise will be billed you at the original contract prices appearing on your order."

That this heads-you-win, tails-we-lose policy is a radical and an unusual departure it is entirely unnecessary to say. It would be a foolish policy, or at least a useless one, under normal conditions. But here is another of the many instances where precedent has to be got away from and where courageous originality has to be shown.

That the retailers themselves had been devoting careful thought to the proposition was shown by the fact that a great number of orders were reinstated, some of them by wire, some after the letter was put in the mails.

The letter was good psychology. It gave the retailer the mental

stimulus he needed to go ahead and take a chance, knowing he would not be made to hold the bag in the event of loss.

"The thing the retailer needs right now," said A. H. Lipman, sales manager of Mayer Brothers, "is to be reassured in the matter of price. Calm his fears in this particular and the worst of your fight is over. This should be done in a simple businesslike way without too much explanation. In our particular case we deemed it best to go the whole route and assume the entire financial risk of loss.

"As a matter of fact, we are sure no loss will be experienced by us as the result of this unusual policy. Prices are likely to advance instead of being lowered the way the merchants now seem to feel. If the retail clothiers could understand all the conditions in the industry they would not think of cancelling their orders at the prices they already have been quoted. But to argue in an advertising way along this line would be useless right now. No matter how sincere you might be in your presentation, you would have difficulty in making the customers see the point. In short, now is a time when argument and the statement of facts relative to prices, labor conditions and so on will have little effect. Money is the thing that talks. Make the retailer see that he is not going to lose, therefore, and you will keep him sold."

Other clothing manufacturers approached by PRINTERS' INK on this subject express the belief that after the retailer's fear has been assuaged by some method similar to the Mayer letter, the advantage could be followed up through other advertising presentations designed to show the retailer that cancellations of orders really have an important effect in making prices higher than in lowering them. With mills and factories closing their doors and the production in others being reduced, clothing most necessarily becomes scarce. When a thing becomes scarce the price usually goes up. One manufacturer advanced the

highly interesting idea that the curtailment of clothing production would even operate to keep the cost of labor at its present high rate or even to make it higher.

"The cost of labor," said he, "never will decrease as long as present conditions continue. A man may work twelve months a year at a certain wage, but if he only has work half the time he naturally demands higher wages to carry him over the slack period."

"That doesn't sound logical," the PRINTERS' INK representative objected. "It stands to reason that when men are thrown out of work they are going to be willing to return to work for a smaller compensation."

#### LESS WORK, MORE PAY, SAY WORKMEN

"That won't hold good in our industry," replied the clothing man. "In the face of all this cancellation we are undergoing, the clothing workers here in Chicago have demanded an increase of 33⅓ per cent in wages. Many of them are working on part time and they urge this very fact in an effort to justify their demand.

"This matter now is before the arbitration board representing the clothing manufacturers and employees. At a recent meeting of the board, one of the largest clothing manufacturers of the country argued that in view of the many cancellations the workmen should not insist upon an advance at this time. He went so far as to submit documentary evidence of the losses his firm was sustaining through cancellations. One of his big customers had instructed him to cut in half a \$50,000 order for fall delivery. When the firm had objected to this the customer had wired instructions to cancel the entire order. These things were put before the clothing workers to show that they would be working on half time or less if conditions did not improve.

"The representative of the workers then insisted that this was all the more reason why the advance should be granted—that

# First Impressions Last In Baltimore

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❑ Create a favorable *first impression* for your product in the great Baltimore market and steadily increasing sales will be the result.

❑ Creating that favorable impression, so necessary to a successful selling campaign, and doing it right from the start depends largely upon the way you introduce your product to the people of Baltimore and surrounding territory.

❑ The Service Department of THE SUN is at your service to assist you in analyzing Baltimore market conditions, as they relate to your product, and to help you back up your sales plans with *facts*.

❑ Advertising in The *Sunpapers* is the most economical way of introducing your merchandise to the homes of Baltimore and its environs. The *Sunpapers* will lend additional prestige to your campaign. Let The *Sunpapers* carry your advertising message and you can be sure of a lasting first impression that will mean more sales because

## Everything In Baltimore Revolves Around THE SUN

**Morning**

**Evening**

**Sunday**

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

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**Baltimoreans Don't Say "Newspaper"  
—They Say "Sunpaper"**



if they could work only on part time they ought to have more money for it.

"We are going to see that at the psychological time our customers are given these facts. The retail clothier has a great deal at stake himself. If he can't get clothing he can't sell it. We all have to work together in this thing. And once the dealer is persuaded that he is not going to have to bear the entire burden financially he is going to listen to reason and meet us at least half way."

Some manufacturers are disposed to take an optimistic view of the cancellation outlook. They think it is not so serious as the disinclination to buy which followed the signing of the armistice—the time when so many people thought prices would go down with a loud crash.

"We always have had a stiff rule against cancellations," said Edward M. Skinner, general manager of Wilson Brothers, manufacturers of men's furnishings. "Our customers are educated to know that an order is to be regarded as an order. Our practice is not to accept cancellations without negotiation. If any of our customers feel he has made a mistake in buying and has ordered more goods than he can use, we are glad to take the matter up with him and adjust it with fairness and equity to him and to ourselves. Sometimes he really has made a mistake and then we try to help him bear the burden of it. Again, as in the present instance, he may be merely frightened or apprehensive and be disposed to cancel without proper consideration. In such a case the difficulty usually can be adjusted through making the retailer realize that his fears are groundless.

"Protect the customer in the matter of price? Certainly. This is the only thing to do unless some unthinkable cataclysm should tumble the proposition of prices into a heap. If such a thing should happen—which of course it won't—the retailer should expect to bear a share of the burden."

A good share of the present cancellations, according to an investigation made by **PRINTERS' INK**, have been made on back orders—orders which have been piling up for months.

A certain jobber in the Northwest who handles house furnishing goods among other things had been having difficulty in getting enough of a well known oil-cloth. His own customers kept ordering the cloth from him, and he in turn kept almost a constant succession of orders going into the factory. Of late the condition in the factory has been such that the merchandise on these back orders has been coming to the jobber in almost a steady stream. He has more oil-cloth than he knows what to do with.

The same thing has been found to be true in galvanized goods, woodenware and in a number of other household utilities. Outside the clothing industry it is safe to assert catching up on back orders is responsible for much of the present difficulty.

This being so, many people believe that there is little in the situation that is dangerous and nothing that cannot be settled through negotiations which can bring about a proper understanding to all concerned.

The first thing to do is to allay the dealer's fears regarding financial loss.

Advertising can do the rest.

At least such is the conviction of the National Association of Credit Men, which has started out on an advertising presentation to the retailer, warning him that unfair and arbitrary cancellation will constitute a menace to his credit. The association has issued a bulletin advising individual credit managers to stiffen up on their attitude and to inform their customers that some forms of evasion of orders will be regarded in much the same light as failure to pay bills.

The suggestion could not be interpreted literally in view of the dealers' fears, but there certainly is much in it that can cause the retailer to make haste slowly in the way he now seems to be going.

**START**  
SOUTHERN CAMPAIGN IN  
**NEW**  
**ORLEANS**

**AN ACTIVE  
BUYING MARKET**

Dealers alive to advantages of  
handling advertised products.

Residents of city responsive  
to advertising.

Reach the Vital, Pros-  
perous Field—The City Proper

**USE**  
**NEW ORLEANS STATES**

**LARGE CIRCULATION CONCENTRATED IN THE CITY**

Suburban New Orleans is too limited and scattered  
to economically merchandise and advertise to.

The city circulation of the Daily States will pro-  
duce quicker, more profitable returns at a lower  
cost.

WRITE *R. E. King*  
ADVERTISING DIRECTOR

Want More Information?  
We'll Gladly Furnish It.

**New Orleans**  
**STATES**  
**EVENING SUNDAY**



## Announcing **ABRASIVE INDUSTRY**

*A New Penton Publication*

After nine months thorough investigation of industry and the field for a practical publication devoted exclusively to abrasives and grinding, **ABRASIVE INDUSTRY** has been born. The new paper will be issued monthly from October 1 and will be directed editorially to works managers, superintendents, grinding room and tool room foremen and operators.

### *Abrasives in Industry*

Today's great production in the metal-working field largely has been made possible by the development of the abrasive industry. Nor is the use of abrasives confined to metal working alone—a score or more industries have increased their production almost in direct proportion to the application and development of the use of abrasives.

### *Scope of the Field*

In 1900 the manufacture of artificial abrasives approximated \$60,000. In 1919 the estimated value of these products was close to \$40,000,000 and to this conservatively may be added a figure of like amount, representing the annual output of concerns manufac-

turing grinding, polishing and allied equipment. Here is an essential industry, in its own right, serving annually a *hundred million dollar field*.

#### *Need for Increased Education*

Yet with this tremendous advance in development there has been a marked lack of educational literature to stimulate greater interest in the usefulness and economy of abrasives. Investigation discloses but a handful of treatises. A practical publication, treating this broad and powerful field exclusively, has been needed to place the manufacturer of abrasives and abrasive-using equipment into closer communion with his consumer and prospective customer.

#### *The Organization Behind It*

ABRASIVE INDUSTRY will be issued by The Penton Publishing Company. This assures the new paper a large and trained editorial organization especially well equipped to successfully create and promote a technical publication of this kind. The Penton organization has editorial offices in Cleveland, New York, Chicago, Pittsburgh, Boston, Washington, D. C., London and Birmingham, England and Paris, France, with staff representatives in every other important center, thus assuring complete editorial service.

#### *Circulation Scope*

ABRASIVE INDUSTRY, the only publication devoted exclusively to this large and growing industry, has big circulation possibilities. Because of the practical character of its editorial matter, it will stimulate exceptional reader interest. ABRASIVE INDUSTRY will have a guaranteed national distribution of 10,000 copies monthly. Our present mailing list comprises 7500 names and home addresses of plant superintendents, grinding room foremen, tool room foremen and operators. In addition, the paper will interest all companies manufacturing and operating grinding machinery and wheels. The subscription price is \$2.00 a year.

**FORMS CLOSE SEPTEMBER FIRST**

*For Additional Information, Address*

# **ABRASIVE INDUSTRY**

**Penton Building**

**Cleveland, U. S. A.**

*"GIVE your printer the facts about your business policies and methods. Furnish him with a basis for constructive criticism and suggestions, then maintain a permanent business relationship with him."*

The above is reprinted from a recent full-page newspaper advertisement of the American Writing Paper Company

Lest any one doubt that this is sound economics, we point out that those business houses which once begin buying printing on this plan seldom go back to the old competitive basis.

**Charles Francis Press**

461 EIGHTH AVENUE, NEW YORK  
Telephone Longacre 2320

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# Safeguarding the Line Plate

Pen and Ink Illustrations for Newspaper Use Must Be Watched, Now as Never Before, If They Are to Print Successfully

By a Commercial Art Manager

DESPITE all that has been preached and written on the subject, study of newspaper advertising illustrations simply verifies the fact that comparatively few plates "show up in a clean way."

The Bureau of Advertising of the American Newspaper Publishers' Association and the Committee for Newspaper Research have both given the advertiser much advice that has been gained from extensive research endeavors on this subject.

The Bureau of Advertising now has on the press a book which will be distributed among national advertisers, newspapers, publishers' representatives and advertising agencies that along with other subjects of interest to the advertising world takes up in great detail the question of "The Making of the 'Fool-Proof' Newspaper Illustration." According to the Bureau "It's all a matter of going about it in a know-how way." This article, bringing a number of illustrations, shows the "know-how way."

The Committee for Newspaper Research in its book on "Attainable Ideals in Newspaper Advertising," issued a short time ago, went into this question and brought to the attention of the advertiser, just as the Bureau of Advertising has done, illustrations of the advertisements that are best fitted for newspaper use.

PRINTERS' INK receives many letters from distraught advertisers, who plead for constructive information, and tell sad stories of entire campaigns that have turned out discouragingly.

The more common complaints might be summed up as follows:

A blurred and confused illustration.

Blacks that appear a dirty grey in the paper.

Faces with a "printing ink skin affliction."

• General appearance of untidiness.

Life and sparkle missing from printed result.

Lines all run together.

These are grievances of long standing. We have heard them for many years. But of late the protests are more frequent, more desperate. "What can I do to produce a successful dealer series?" one advertiser asks. "Our last campaign was an eyesore to everyone in the organization. Dealers are complaining. We do everything we can to safeguard these illustrations. The drawings are quite simple, we think. Are we facing an impossibility, until paper and ink come back to normal?"

Despite paper and ink and fast presses, it is possible to produce a newspaper plate which will print, regardless of drawbacks. But it requires a great deal more thought and study than it did in the olden days. "Just any old thing" will not suffice. If by hammering away at these technical negatives we can make for better line-plate results, then we believe the effort is praiseworthy—even necessary.

It is so natural to blame ultimate results on the engraver. Something he has done, or failed to do, brings about the poor results. The original drawing was all right. The plate-maker made a botch of it. There is a popular fancy, as well, that perhaps the "plate has not been etched deep enough." Or, "those electrotypes were inferior."

## PINNING THE BLAME

We have personally looked into a dozen or more specific cases of newspaper line-work failures, and in every one of them the original, the drawing, was at fault. The engraver came through clean.

As we have mentioned in the past, the average original is made

entirely too large. It is scarcely worth while, in order to impress a customer by showing him a large design, to lean too far in this direction, when we know, in advance, that the reduction is perilous.

The large original is extremely deceptive, both to the artist and the advertiser. When the reduction is made, you are apt to be somewhat disappointed. It seems less important, less striking. The mind persists in going back to that large, bold design. The layman is always disagreeably impressed, when proof and original are placed side by side. Not that anything is lost. The engraver can hold every dot and line and value, but the condensation makes you see detail through the wrong end of the glass. "Why, it's shrunk all up!" as the country-store manager said, when he saw a proof of a letterhead design from a very large original drawing.

The engraver is responsible for certain elements of his own shop; the plate should be etched to a certain depth, surfaces should not be "chewed," through faulty or hurried effort, and the routing machine must clean up the open areas; but the competent engraver automatically does all this. That's his business.

You will have a great deal more respect for the engraver and his profession if you will study a line plate through an enlarging glass. It really seems incomprehensible that those delicate pen lines could be successfully reproduced in metal.

When an original drawing is made large, the metal lines crowd together until they almost touch. If you brought a drawing down far enough in size, it would be a piece of solid metal, with no demarcations at all.

During present printing conditions, a law should be passed prohibiting the artist from ever making his designs larger than from one-half to one-third increase over its ultimate printing proportions. There is a well-defined limit to what you can do in a small illustration. In a large one you are

fancy free to fill it up with a great many quite unnecessary lines, Ben Days, crayon tints and the like.

It is a temptation to attempt to model faces by shading them with the pen. It seldom comes out successfully for newspaper work. The features should be open, clear of detail. Let it go with eyes, nose and mouth and forget texture of the skin, rosy cheeks and intricate lighting effects. Open-line work, in faces, prints in spite of defects of paper, ink and presswork. The other is a gambler's chance, with the odds very much against you.

#### HALF-FIGURES PREFERABLE

Where the space is as small as two columns, figure compositions are best confined to a little less than half-length, that is, show head, shoulders, arms and about to the waist.

When full-length figures are used, everything is proportionately smaller, more involved. The story can nearly always be told with half figures. People are not particularly interesting or dramatic from the knees down. Concentrate on faces and the action of arms and hands.

Backgrounds we believe to be unnecessary as a rule. Create an advertising idea that will require little or none. It is often the cluttered background that makes a newspaper illustration look "mussy."

"I don't care if you originate the cleverest idea that was ever put on my desk," said an advertising manager who had been through the newspaper electro mill, "if the design calls for background detail, I will discard it. Regardless of any ideals or ideas we may have, conditions make it absolutely imperative to keep our series simple."

Of all pen techniques, the primeval open outline, with here and there a solid black, is by far the safest for general newspaper printing. Complex tones secured by cross-hatching and fine-line shading is taboo. Experiment with it at your own risk. The engraver will not be to blame if there is a congestion, picking up



IN pretty nearly every City in the United States there is some one newspaper with a big "blanketing" circulation.

Except New York.

Theatre Programs alone blanket New York's class population.

*Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.*

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO  
406 Tower Bldg.

BOSTON  
Little Bldg.

SAN FRANCISCO  
Crocker Bldg.

of ink, and the appearance of muddy printing.

Why not be irrevocably reconciled to the fact that some things should not be done? Fighting conditions is responsible for many of the faulty newspaper campaigns. Someone has tried to "beat the game."

If there was such a thing as a standardization of newspaper methods, it might be different. One paper will give splendid results, another will handle all plates poorly.

#### BOIL DOWN DETAILS IN NEWSPAPER ILLUSTRATIONS

Some artists are not fitted, in their techniques, to make newspaper illustrations at all. They should not be entrusted with the work, however beautiful or well drawn their originals. It is not a question of talent; it is a blunt case of practical technique. Some of our most gifted artists use a style that is absolutely unfitted for newspaper reproduction. And they can't change. Others intuitively fall into a simplicity of method that fits their output to the emergency. Their drawings always print well. They know how to "leave out," minimize detail, keep away from congestion of fine lines.

An artist may have worked on a magazine series and covered himself with glory. The same man's drawings for dealer electros will fall far short of the demands. We do not refer now to large-space campaigns. In a full page, or a half page, there is opportunity for various mediums and techniques, such as crayon, full-shade, dry brush on surface paper, the free use of Ben Day patterns, and even coarse screen halftones.

The stumbling-block appears to be the average two-column space. For the dealer, in the aggregate, does not care to go much larger than this. Now to illustrate a two-column newspaper advertisement, leave room for the dealer's name plate and tell a story in text, is a task that may well try the temper and the skill of anyone. The larger the central picture theme in this space the more striking the

display. And the place to study it is in the newspaper. Compare congested compositions with the simpler kind, and you can readily appreciate why it pays to boil down the ingredients. It is not what we would like to do; it's what it is safest and best for us to do.

We recently observed the working out of this principle. An electric fan dealer campaign was designed showing various indoor scenes, of figures, the fan, environment. The originals, drawn for reduction to two column width, were about twelve inches wide. In this size, as completed by the artist, they were exceedingly attractive. Everyone was enthusiastic over them. Plates were made and proofs "pulled" on newspaper stock. Much of the charm vanished. The few that were run in country newspaper space disappointed the local dealers. They looked washed out, lacked directness and the ability to attract the eye. A second series was rushed out. The fan was shown very large, with wavy lines to suggest the current of cool air. Across from each fan was one smiling, happy face. This series went big. It was in instant demand. The dealer wanted the entire series.

#### Chicago to Have Another Newspaper

A new daily newspaper to be known as the *American Christian Daily* will be established in Chicago within a short time. Dr. J. A. Musma, former editor of the Grand Rapids, Mich., *Daily Press*, will be the editor of the newspaper, which will have local and national editions. Dr. Musma says "while it will possess a distinctive individuality, it will be similar in size, make-up, character of matter printed and other things to *The Christian Science Monitor*."

#### State of New York Buys Radium

The Radio Chemical Corporation has sold two and a quarter grams of radium, valued at \$225,000, to the State of New York for research work in the treatment of cancer. The company making the sale is the medical division of the Radium Luminous Material Corporation, which supplies radium in commercial form to manufacturers under the name of "Undark."

# Get The Facts!

## About the LOUISIANA- MISSISSIPPI MARKET

### TRADE EXTENSION BUREAU

#### Selling Soap?

131,976,000 bars of LAUNDRY  
Soap

63,450,000 bars of TOILET Soap

27,707,000 packages of WASHING  
Powders

were consumed in the Louisiana-Mississippi Territory during the past twelve months. The figures, though approximate, are based upon detailed analysis.

Did you sell your full share?

Want to know the "LOCAL EDGE" on your proposition?

Correspondence invited!

"In New Orleans—It's The Item."

### THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

**JAMES M. THOMSON**  
Publisher

National Advertising Representatives  
**JOHN BUDD COMPANY**

**A. G. NEWMYER**  
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

# **THE JEWISH**

**T**HE advertisements of the general newspapers appearing in Printers' Ink afford the most striking demonstration of the advertising value of the Jewish press of New York.

Here are four great daily newspapers that *actually do* dominate their joint field, without competition, without duplication.

The influence exerted by these newspapers on the Jewish public is of the most far-reaching character. They are not merely "purveyors of news" and "moulders of public opinion," but intimate, personal guides and advisors, educators and champions.

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# MARKET

THE Big Four of Jewish Journalism are regarded by their various classes of Jewish readers as the accredited representatives of Jewish public opinion—and absolute faith is the binding tie.

In other words, if “reader influence” means anything; if real “home circulation” is valuable; if “quantity plus quality” is a consideration in buying space—then the big four Jewish newspapers that cover the rich Jewish market are among the strongest advertising media in America.

Any of the “Big Four” will cheerfully furnish national advertisers or agencies authentic information about the possibilities of the Jewish market.

*The Day-Warheit*

*Jewish Morning Journal    Jewish Daily Forward*

*Jewish Daily News*

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## Have You a Grandmother In Your Home?

She will be interested in an article in the August issue of *The Farmer's Wife*, "Dressing Grandmother."

In many homes it is a difficult matter to dress Grandmother properly, and not only Grandmother, but the girl of twelve and the boy of four or five. Each of these problems and many other problems in home dressmaking are practically and efficiently solved by Mrs. Willa W. Krum, dressmaking editor of *The Farmer's Wife*. Service of this kind, a service of ideas and practical development, is one of the factors which makes *The Farmer's Wife* such a strong influence in 750,000 farm homes.

## THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS,  
ST. PAUL, MINNESOTA.

*Eastern Representatives*  
Wallace C. Richardson, Inc.  
381 Fourth Ave.  
New York City



*Western Representatives*  
Standard Farm Papers, Inc.  
1341 Conway Building  
Chicago, Ill.

Members, Audit Bureau of Circulations

# A Plea for Better Manners in Copy

It Is Necessary to Speak Loud Enough to Be Heard, But It Is Not Particularly Convincing to Yell One's Head Off

By Roy W. Johnson

FRIENDS, meet Mr. Hiram W. Battersby, of the Simplex Double-Action Waffle Iron Company, Patacake, Missouri. Mr. Battersby is known among his friends and throughout the trade as a "gentleman of the old school." Hard boiled, indeed, is the retailer or the jobber who can resist the exquisite courtesy with which he urges the merits and the salability of his product, and callous is the heart of the consumer who can persist in a complaint after having received a letter on Hiram's own personal letterhead.

In a word, when dealing with the individual, the President of the Simplex Double-Action Waffle Iron Company is practically irresistible, and from small beginnings he has built a structure of good will which extends far beyond the confines of his native State. The Simplex Double-Action Waffle Iron Company is known by all its customers as a good concern to do business with.

So now enters Hiram W. Battersby upon the scene of a national advertising campaign. The time has come when the Simplex Waffle Iron is to be made known to the kitchenettes of Manhattan, and from thence westward to the setting sun. The agency has been selected, the appropriation made, the copy written. It lies now on Hiram's yellow roll-top desk; a sheaf of drawings, a typewritten dummy, a printed proof or two, and a compact pile of manuscript. "Miss Winkle," says Hiram to his secretary, "would you be good enough to supply me with a sharp-pointed lead pencil? I thank you."

Hiram is about to deal with humanity in the mass.

Miss Winkle sedately goes on tapping out a milk-and-honey letter concerning a delayed shipment, and outwardly all is peace-

ful. If she looks up she sees only the familiar form of her always-pleasant and courteous employer, making sundry notes for the further delectation of humanity in the mass. But Miss Winkle would be due for a shock if she suddenly beheld the present mental state of her employer visibly expressed. Humanity in the mass has had a curious effect upon him. And for the time being he has assumed the manners of a subway guard; the personality of a bill collector. He has a pair of mental hob-nailed shoes, and is dancing all over humanity's polished floors in them. If he asked Miss Winkle to take a letter in the tone he uses to request humanity to buy his waffle iron, she would go home in tears.

## TRUE TO LIFE, IS BATTERSBY

Hiram W. Battersby is no fiction. Any advertising man, almost, can call to mind from one to half a dozen gentlemen who undergo the same sort of Jekyll and Hyde transformation the moment they sit down to edit advertising copy. I will leave it to any agency chief to say whether Hiram's portrait is overdrawn. He has a very definite and tangible existence in many and many concerns, the country over.

But perhaps it will be wiser (more courteous, in short) to hang the whole argument on Hiram, as a man of straw whose feelings are not likely to be hurt. There is nothing, however, to prevent anyone whom the coat fits from putting it on.

Now there are two things which are prominent in Hiram's mind as he pounces upon each piece of copy with a metaphorical dagger between his teeth. One is the amount of money that all this advertising is going to cost him, and the other is the Simplex Double-Action Waffle Iron. The



consuming public, the real, flesh and blood company of men and women to whom he wishes to deliver a message, is represented only as an abstraction back in his sub-consciousness. What he requires is to get his money's worth, and the way to do that is to make the waffle iron as conspicuous as possible, and to see that every last word in every last advertisement cracks like a ringmaster's whip. Courtesy, good breeding, restraint, finesse—bah! My friends, this costs money.

Mr. Battersby is engaged in the fine art of dealing himself a hand full of aces.

If the artist has by any chance drawn a picture which does not include the waffle iron in all its pristine pulchritude, will he kindly put it well up in the foreground and pay special attention to the patent reciprocating hinge pin? If the copy writer has unwittingly included a sentence which is moderate and restrained in tone, a categorical imperative will take its place or we'll know the reason why. All phraseology which carries the flavor of "if you please," or implies the exercise of discrimination on the part of the reader, is too weak to be paid for at so many dollars a word, and must be toned up to the proper pitch. But why go further? You all know the process, and the result is a common one. Hiram's copy, when he gets through with it, is almost as polite as a traffic cop, and has all the grace and polish of a "Keep Off the Grass" sign.

Now right here, let's be understood. This is no brief for the copy writer. His work is seldom beyond criticism. It is no sacrilege to lay firm and even violent hands upon his pet redundancies and affectations. It is no part of his job to produce literary gems of purest ray serene, and if he is disposed to regard his work in that light he is in the wrong pew. As long as Hiram signs his name to his advertisements, he has an undoubted right to say what he pleases in them, and to say it as gracefully or as awkwardly as he likes. If he wants to show his

waffle iron among the wedding presents, or decorating the centre of the banquet table, the privilege is his own. If he likes to regard it as "the greatest boon ever offered to the housewife," he may. He can shriek like a banshee, if he feels like it, or bawl like a train announcer, for it is his waffle iron, it is his advertising, and he pays the bill. The copy writer may weep in private to his heart's content, but so long as he accepts the advertiser's money he has no kick coming.

#### THE MANUFACTURER HIMSELF IS CHIEF SUFFERER

It is not the copy writer who is entitled to sympathy. It is Hiram himself, whose ill-mannered or un-mannered advertising is less effective than it might be. It is, in a broader sense, advertising itself which suffers, for the effectiveness of all advertising is reduced by it. Just as the credibility of all advertising was reduced by reason of the fraudulent and untruthful, so its effectiveness is lowered by bad manners.

For, my friends and fellow sufferers, be it remembered that just as the ill-mannered man does not get invited to the party, the ill-mannered advertisement does not get invited into the mind of the reader. It gets the door slammed in its face instead. It can take its hob-nailed boots and its gas-house manners elsewhere. You may carry a battering-ram in each fist and wield them with the force of chain-lightning, but you have no power to prevent me from turning over the page without so much as saying how do you do. I can shut you out of my consciousness entirely and completely without even exercising any choice about it. And so can every individual member of the great consuming public to which your advertising is addressed.

Hiram's product is important. So, also, is it important that the best use shall be made of every dollar in his appropriation. But more important than either is the mind which is going to accept or reject or ignore his message—the great collective mind of the peo-

## Note This

**T**HE 1921 issue of the SHIPBUILDING CYCLOPEDIA is now in preparation, and all who make products used by the Shipbuilding and Ship Operating industries should note the fact that the Catalog Section of this Cyclopedia affords the certain means of placing their catalogs before every man of importance here and abroad who possesses the buying power of these two great industries.

For not alone do such men find this Cyclopedia full of invaluable data for determining the equipment and materials they require, but—and note this—due to the method of indexing, the Catalog Section is made an integral part of the text, thus forming an important part of the complete Engineering Service which the Cyclopedia affords.

Remember this, and bear in mind that the circulation is to be guaranteed and attested by the Audit Bureau of Circulations in which the "Shipbuilding Cyclopedia" has applied for membership. Write for rates and full particulars of this

**sure method of reaching Shipbuilding and Operating Officials.**

**SIMMONS-BOARDMAN PUBLISHING CO.**

*"The House of Transportation"*

**WOOLWORTH BLDG., NEW YORK**

**CHICAGO**  
Transportation Bldg.

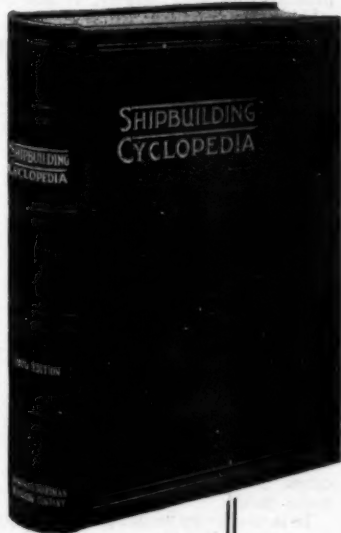
**CLEVELAND**  
The Arcade

**CINCINNATI**  
First Nat'l Bank Bldg.

**WASHINGTON**  
Home Life Bldg.

**LONDON**  
34 Victoria St.

Publishers also of Marine Engineering, Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Signal Engineer, Railway Maintenance Engineer, Boiler Maker, Locomotive Cyclopedia, Car Builders' Cyclopedia, Material Handling Cyclopedia and Maintenance of Way Cyclopedia.



ple in the mass. It is not an abstraction. It is as real as the mind of the individual to whom Hiram talks across his desk. And unless Hiram is content to make merely the sub-conscious impression that there "is such a product," he must mind his manners.

Now this is not the place to enter into a discussion of the origin and development of manners in human society. Neither is the present writer qualified to undertake such a task. But it happens to be the fact that good manners are very largely, if not wholly, the product of a single idea: a regard for the right and the feelings and the opinions of others. That idea manifests itself in the exercise of restraint, and the well-bred man is one who has learned to restrain his passions and opinions. You can trace this in the development of an individual, or a nation, or society as a whole. Restraint breeds good manners, and the lack of it is the sign of ill-breeding.

So when Hiram proceeds to doctor up his copy by sticking in his waffle iron where no self-respecting waffle iron should be, and by substituting categorical imperatives for any phrase that is less direct and vigorous, he is simply abandoning restraint, and becoming more and more ill-mannered. And, with many people, his copy does not get over because it does not get invited to come inside.

It is necessary to be positive, I grant you. But there is no need to be offensively insistent. It is necessary to speak loud enough to be heard, but it is not particularly convincing to yell one's head off. It is doubtless necessary to make the advertising message so simple and direct that the least intelligent person in the audience can grasp it, but it is not wise to let our manners indicate that we think we are talking to a fool. For even a fool sometimes resents being thought one.

Jeann B. Shiffer has resigned as vice-president and art director of The Arthur M. Crumrine Company of Columbus, O.

## Porter Chemical Company Adds to Toy Line

Two new fun-makers have been put on the market by the Porter Chemical Company, Hagerstown, Md., and will be advertised nationally. The Porter company is the maker, also, of "Chemcraft," an outfit of chemical materials for juvenile experimentation.

The new products are "Whiff" and "Sachetcraft." The former consists of twenty-one vials containing ordinary everyday substances having odors all their own. The game consists, of course in guessing correctly as many of the odors as possible.

"Sachetcraft" is more especially for girls. It contains a quantity of three different sachet powders put up in screw-cap bottles; a supply of colored silk crepe paper; an assortment of lithographed floral seals; wool yarn of different colors; a needle; considerable cotton wadding and a book of directions and patterns for making many shapes and sizes of sachet bags, envelopes, etc.

## New Industrial Relations Bureau

The Employers' Service Bureau, with main office in Cleveland, has been organized to develop better methods of caring for the problems of industrial relations between employers and employees. The bureau will operate in Ohio and Indiana. Joseph Stickney, who has been head of the industrial relations department of the Nordyke & Marmon Company, Indianapolis, is general manager of the new company.

## Our Big Trader to the North

Canada's total exports for the year ended June 30 were \$1,276,311,542 and imports were \$1,210,204,323.

Imports from the United States amounted to \$861,000,000, against \$690,000,000 for the previous twelve months, and exports to the United States were \$489,000,000, as compared with \$440,000,000 in the corresponding period.

## Penney Stores Make Report for Six Months

Sales of the J. C. Penney Company, operating a chain of clothing stores, for the first six months of the year were in excess of \$15,850,000, with a net profit of \$975,016. After preferred dividends, there was a surplus of \$870,947.

## H. D. Abbott Joins Z & S Middy Co.

H. D. Abbott, who for the last two years has been advertising manager of the Siegel-Levy Co., costumes and dresses, New York, has been made director of sales and advertising of the Z & S Middy Co. of the same city.

E.

Chicago  
Kansas

## —question

Would you rather do *some*  
dealers a *lot* of good, or a *lot* of  
dealers *little* good?

Invest in Newspaper Advertising

**E. Katz Special Advertising Agency**

Established 1888

**Publishers' Representatives**

Chicago  
Kansas City

New York

Atlanta  
San Francisco

# I better paper better printing

S. D. WARREN COMPANY

BOSTON, MASS.



Printing Papers



## *The Challenge of Cameo*

A HALFTONE never seems so deep and rich as when printed on Cameo. Photographic print paper is hardly more sensitive to gradations of light than Cameo's non-reflecting surface is to ink tones. Whether in ivory white, sepia or pure white, this dull-finish Warren Standard paper preserves the sheer beauty of fine photographs, their depth of perspective, their effects of modeling, the sudden transition from the solid

backgrounds to shafts of light.

Just as in any field of art, highest achievement is never accomplished without effort, so the use of Cameo calls for pains and skill in make-ready and presswork. But the result rewards any practical amount of effort, because Cameo works wonders with halftones.

When you decide upon Cameo, a summons and challenge to artistic accomplishment has been uttered.

S. D. WARREN COMPANY  
BOSTON, MASS.



Printing Papers

## *A Service to Buyers of Printing*

**O**UR Service Department will gladly make dummies to your order of Warren's Standard Printing Papers, Strathmore Covers, Buckeye Covers, Princess Covers and other papers of The Lindenmeyr Lines.

When requested by letter, we will give our advice on the selection of cover and inside stocks, manner of folding, suitability of different types of engravings to the paper, pleasing color combinations of inks and such other information as pertains to the production of better printing.

<i>Spring</i>	<div style="border: 1px solid black; padding: 10px; margin: 0 auto; width: 80%;"> <p style="font-size: small; margin: 0;">ESTABLISHED 1859</p> <p style="font-size: large; margin: 5px 0;"><b>HENRY LINDENMEYR &amp; SONS</b></p> <p style="font-size: small; margin: 0;">32-34-36 BLEECKER STREET NEW YORK CITY N.Y.</p> </div> <div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 60%; text-align: center;"> <p><b>THE LINDENMEYR LINES</b></p> </div>	<i>9600</i>
	<p style="font-size: small; margin: 0;">16-18 Beekman Street New York, N. Y.</p> <p style="font-size: small; margin: 0;">54-56 Clinton Street Newark, N. J.</p> <p style="font-size: small; margin: 0;">58-60 Albany Street Hartford, Conn.</p>	

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# Do Agencies Carry Insurance on Clients' Merchandise?

A Summary of the Usual Practices

BYRON G. MOON Co.

TROY, N. Y.

## Editor of PRINTERS' INK:

It has been our recent experience to have a fire at one of the printing shops which does some work for us. This experience has brought up several questions which we would like to have information about and which we believe might be of interest to other advertising agencies.

1. Do advertising agencies carry insurance on merchandise owned by their clients and held in trust either by the agency or one of their printers?

2. Do agencies as a rule carry floating policies to protect themselves or their clients when work is in process in several different localities?

3. Where agencies carry insurance covering stock belonging to their clients is the cost of this insurance absorbed by the agency or is it passed along to the client?

4. Do the majority of printers, lithographers, engravers, electrotypers and similar concerns carry insurance to protect the property, such as printed matter, drawings, plates, etc., belonging to clients?

WILLIAM W. BRESLIN.

AS a result of the investigation PRINTERS' INK made in order to answer the questions asked by Mr. Breslin, it has been found that the only one which can be answered in a positive manner is that which refers to the carrying of insurance by printers and other members of the trade. When questioned about this, Noble T. Praigg, advisory counsel to the advertising bureau of the United Typothetae of America said: "It may be said with authority that the printer who carries insurance to protect printed matter, engravings, standing forms, etc., belonging to clients, is a rare exception. Indeed, such a phrase as the following is not uncommon, and this is taken direct from the letterhead of a printer doing a large volume of business: 'We use the same care in protecting our customer's property against fire, as our own. We do not hold ourselves responsible for loss or damage, by fire, water, or otherwise.'

"As further light on the sub-

ject, the Graphic Art Section of the Canadian Manufacturers' Association, Montreal, Que., has recently prepared a comprehensive set of Printing Trade Customs, presumably applicable to the conduct of the industry in Canada. Among the business practices mentioned this paragraph appears: 'Customer's property:—All plates, cuts, paper and other property are held at customer's risk, and printer assumes no responsibility for loss or damage by fire, water, or from any other cause.'

"In the United States, this paragraph appears in the Printing Trade Customs which are quite generally observed: 'Customer's Property:—All plates, cuts, paper and other property are held at customer's risk, and printer assumes no responsibility for loss or damage by fire, water or from any other cause.'

## PROCEDURE OF AGENCIES

That should indicate quite clearly the stand the printer takes on insuring his client's property. When it comes to the position the average agency takes in this respect, however, there are really no definite or universal practices that can be set forth. One agency's policy is as follows: This agency carries a floating policy which covers all of its own stock that may be out of the office temporarily. Usually this outstanding material is far under the amount called for by the policy, and for that reason should any of this agency's material be in the hands of the engraver or the printer, it is automatically insured. However, should a client place an expensive article in the hands of the agency which exceeds the amount covered by the floating policy, this agent leaves it entirely up to the client as to whether or not it is to be insured, the latter, of course, standing any charges, if it is.

H. A. Lehair, treasurer of Sherman & Bryan, New York advertising agents, says: "As far as Sherman & Bryan are concerned, we do carry insurance on merchandise, drawings, cuts, etc., owned by our clients or being made up for our clients and held for them either in our offices, or at the printers' supply houses or in transit. We have a floating policy covering such matters to the amount of \$5,000, covering all material and data we have in work for clients up to this amount.

"It is one of the many overhead expenses many agencies are now bearing, and the amount is too small to try to charge to clients. In fact, I do not see how it would be possible to figure the cost against any particular client. While I believe there are some things that agencies are doing to-day which their clients do not fully appreciate and the expenses of which the clients should bear, I do not see how this particular item should be anything but a necessary overhead expense."

Against this C. R. Miller, of the Franklin P. Shumway Co., Boston, says: "As a rule, the cost of any insurance covering stock belonging to an agent's client is passed on to the client. In our own particular case we carry insurance policies on cuts, drawings, etc., of our smaller clients. Our larger clients have us secure special policies covering their cuts and drawings at their expense.

"We do not believe that any general rule can be formulated covering such insurance, but that each individual case must be governed by circumstances. Our custom is to charge all insurance costs to our customers except the smaller ones who have only a few cuts."

The American Association of Advertising Agencies gives its opinion as follows: "It is customary for agencies to carry insurance on merchandise owned by clients which they are either holding in their files or which may be in use at the printers or publishers. This insurance is covered by a floating policy. Fur-

thermore we also understand that the cost of this insurance is absorbed by the agency and not passed on to the client."

Judging from the information PRINTERS' INK received, it would seem that the majority of the larger agencies do carry floating policies up to a certain amount. This is used to protect their clients' stock either in the agencies' hands or at the printers. However, this policy usually covers only items of relatively small value. When it is necessary for the agency to handle expensive merchandise such as oriental rugs, jewelry, etc., a separate policy is customarily taken out. Who pays for this is an unsettled question.—[Ed. PRINTERS' INK.

### Substitution of This Sort Won't Hurt

"Where equal value is given, substitution is no crime." This is the assertion of William Demuth & Co., makers of W. D. C. pipes, in the current issue of their house-organ. Then they proceed to explain some of the difficulties of pipe manufacturing, which have made it impossible for them to make enough of certain styles of pipes, while other styles of the same quality have been accumulating.

Dealers are advised to give heed to jobbers who may say, "We can't give you exactly what you want, but we can give you a substitute number that will work out quite as well in your business." Likewise, in ordering goods from jobbers it is suggested to dealers that they say, "If you can't give me just the numbers you gave me last time, give me others you know will please me as well."

### Hardig Appointed to Hyatt Staff

Joseph L. Hardig has been appointed advertising manager of the Motor Bearings Division of the Hyatt Roller Bearing Company, Detroit. For a year and a quarter he has been assistant advertising manager of the Motor Equipment Division of the General Motors Corporation, and before that was for several years advertising manager of the Remy Electric Company.

### Index Visible, Inc., Appoints Agency

Burnham & Ferris, New York advertising agency, have secured the advertising account of Index Visible, Inc., New Haven, Conn., manufacturer of visible indexes and record systems.

**Accent the "HOW"**

It's the **How** of successful merchandising plans that is accented in the **HARDWARE MERCHANTS TRADE JOURNAL!**

For this is the **METHODS MAGAZINE** of the hardware field!

Every month it carries to the desk of the hardware merchant the details of plans and ideas which have made other hardware merchants successful!

"**HOW STORM AND ERICKSON SOLD 550 STOVES A YEAR**" is one example from a collection of 30 in that issue!

*All are ideas that make money for the merchant when he puts them to work!*

It's easy to understand why the hardware merchant *reads* this publication, isn't it?

Would you like to see a copy?

## **HARDWARE MERCHANTS TRADE JOURNAL**

PUBLISHED BY  
**Merchants Trade Journal Inc.**  
Des Moines, Iowa.

ALSO PUBLISHERS OF  
**DRY GOODS MERCHANTS TRADE JOURNAL**  
**FURNITURE MERCHANTS TRADE JOURNAL**  
New York, Chicago, Indianapolis, Boston, Rochester

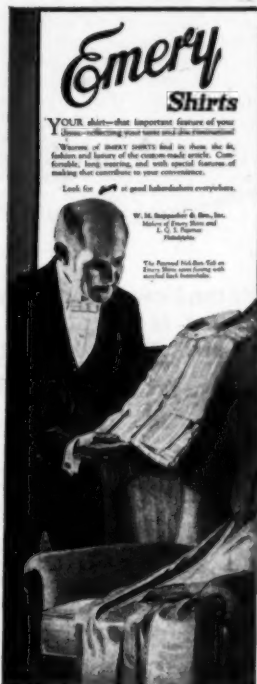
# Special Brands Go Begging in Face of National Advertising

Makers of Emery Shirts Have Little Call for Specially Labelled Garments, Now That Manufacturer's Own Brand is Widely Known

**H**OW national consumer advertising has virtually revolutionized a trade policy of long standing is exemplified clearly in the case of W. M. Steppacher & Brother, Inc., Philadelphia, makers of Emery shirts.

For some years, previous to the consumer advertising campaigns, Emery shirts were sold to retailers chiefly under the private brands of the shopkeepers. There was a reason for this. The Emery shirt has always had a trade reputation among retailers as being among the best, from a quality standpoint, to be found on the market. The claim was made for it that it is virtually a custom-made shirt. Dealers everywhere recognized this fact and there was a consistently increasing demand among haberdashers for the Steppacher product.

The haberdasher who bought Emery shirts knew he was getting a quality shirt. There was no argument about price. With the manufacturer and the dealers it has always been a matter of producing and selling a high quality ready-made shirt, regardless of what it cost. It was figured that there were plenty of men who appreciated and desired a perfect fitting and well tailored



THE QUALITY IMPLIED HAS GIVEN "EMERY" A FIRM FOOTHOLD

shirt, and that they were perfectly willing to pay the price for it. And every effort was made in the direction of giving the consumer the best-quality product the Steppacher factory could turn out.

Because of this quality recognition, the dealer was anxious to "put out" the Emery shirts under his own label and annex unto himself the credit for the superior shirts he sold. In fact, he insisted on this when he placed his order. He wanted "made expressly for John Jones & Co.," on his shirt label. And he got it. There developed a situation where a big percentage of the output of the Steppacher factory was sold to the trade under the label of the retailer, there being no apparent

consumer demand for the shirt under the Emery trade-mark.

The consumer knew little of Emery shirts. He may have worn one of them that bore the "made expressly for John Jones & Co." label and, chances are, he was "sold" absolutely on that particular shirt because of its good quality. But the reputation for shirt-quality went to "Jones & Co." and not to the manufacturers. This was natural, for the consumer had read no advertising copy stressing the quality



*Announcing*  
**RUDOLF WETTEREAU**

Mr. Wettereau's ability as an  
advertising and magazine  
illustrator has won for him an  
enviable national reputation.

**CHARLES DANIEL  
FREY COMPANY**

*Advertising Illustrations*

Flatiron Building  
NEW YORK

Monroe Building  
CHICAGO

These papers reach the Southern farmers; no waste circulation.

Map shows circulation by states of papers of Southern Farm Papers' Association.

State	Circulation
Alabama	40,871
Arkansas	72,595
California	105,537
Colorado	7,818
Connecticut	78,912
Delaware	30,328
District of Columbia	25,149
Florida	38,095
Georgia	73,340
Idaho	25,149
Illinois	78,912
Indiana	73,340
Iowa	78,912
Kansas	73,340
Kentucky	73,340
Louisiana	73,340
Maine	73,340
Massachusetts	73,340
Michigan	73,340
Minnesota	73,340
Mississippi	73,340
Missouri	73,340
Montana	73,340
Nebraska	73,340
Nevada	73,340
New Hampshire	73,340
New Jersey	73,340
New Mexico	73,340
New York	73,340
North Carolina	73,340
North Dakota	73,340
Ohio	73,340
Oklahoma	73,340
Oregon	73,340
Pennsylvania	73,340
Rhode Island	73,340
South Carolina	73,340
South Dakota	73,340
Tennessee	73,340
Texas	73,340
Vermont	73,340
Virginia	73,340
Washington	73,340
West Virginia	73,340
Wisconsin	73,340
Wyoming	73,340

## THE SOUTHERN FARM

**PROGRESSIVE FARMER**  
Birmingham, Ala. Raleigh, N. C.  
Memphis, Tenn. Dallas, Texas

**SOUTHERN PLANTER**  
Richmond, Va.

**MODERN FARMING**  
New Orleans, La.

**FLORIDA GROWER**  
Tampa, Fla.

# Diversification Spells Prosperity for the South

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**C**OTTON always will be an important crop in the South, but the South is not a one-crop section, and is not dependent upon cotton alone.

Cotton is selling for a bigger price than ever before, but less acreage is devoted to it, and a greater acreage to diversified crops.

In the ten cotton producing states of North and South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, Arkansas, and Oklahoma, 95 per cent of the cotton of the United States is grown, yet only 36.4 per cent of the total crop area was in cotton in 1919. Last year corn and cotton combined comprised 74.4 per cent of the total crop acreage.

The five-year average from 1915 to 1919 diversified crops were grown on 52,000,000 acres, while cotton decreased approximately 2,000,000 acres.

The South has  $\frac{1}{4}$  of the total farm area, but  $\frac{3}{5}$  of the total crop and live stock value of the entire country.

The whole cotton crop could be wiped out and the diversified crops would be worth more than cotton and diversified crops combined a few years ago. This shows the South is on a solid foundation, and it means prosperity for the farmers for years to come. This big \$10,000,000,000 market is a fertile field for sales in almost any line.

The farmers of the South are buying modern implements, tractors, lighting plants, automobiles, trucks, etc., as never before. You can get your share of this business by advertising in the papers of the Southern Farm Papers' Association—the only papers that reach this big market. Full particulars gladly furnished.

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## PAPERS' ASSOCIATION

SOUTHERN AGRICULTURIST  
Nashville, Tenn.

SOUTHERN CULTIVATOR  
Atlanta, Ga.

SOUTHERN RURALIST  
Atlanta, Ga.

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standards of the product bought.

The dealer sensed this situation. While he knew Emery shirts were good shirts, his customers had not been educated to ask for them by name and he figured it would very likely take a large outlay to "educate" Mr. Shirt Wearer to wear Emery shirts. It was easier for the dealer to put his own label on the shirt and sell it, backed by the reputation of his particular establishment, which, the dealer assumed, the consumer probably knew all about.

That was before the manufacturers entered upon their campaign of national advertising. Now the trade situation has entirely changed. The consumer has been educated by national advertising to ask for the Emery shirt.

He has been told how it is made; its distinctive and superior features and wearing qualities. The consistent use of national advertising mediums for copy stressing the importance to the well-dressed man of a ready-to-wear "equal-to-custom-made-shirt," has influenced a demand from the consumer that has necessitated constant increase in the Step-pacher factory to enable it to supply the demand for the finished product.

The dealer, except in a remarkably few instances, now prefers the label "Emery" on the Step-pacher shirt. He has been weaned away from the private brand practice, largely because his customers have been "sold" on Emery through advertising.

Here, then, is conclusive evidence of the influence of national advertising in virtually re-making a trade policy and in establishing in the minds of consumers an appreciation for a shirt that for years had a reputation among dealers for superiority—but which, until it was nationally advertised, was little known outside the haberdashery shops.

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Richard S. Wood, manager of national advertising of the *New York Globe*, has returned from a European trip of several weeks' duration, made in the interests of his paper.

## What It Costs to Deliver Packages

WHAT does it cost a department store to deliver a package to the home of a customer?

The National Retail Dry Goods Association, which is answering the question, has compiled the results of a questionnaire on the subject and found that it may cost a store an average anywhere from five and a half cents to thirty cents.

Thirty-three stores, members of the association, were asked how much it cost them. These stores, each of which does a business of more than \$1,000,000 annually, gathered their statistics and sent in the results to the bureau of research and information of the association. The result, as shown by the bureau in a chart it has prepared, indicates that for fifteen of the thirty-five stores, the cost of delivery per package is twelve to fifteen cents. For eight of them the cost is fifteen to eighteen cents. It cost four stores less than ten cents to deliver a package, two it cost ten to twelve cents; two eighteen to twenty-five cents, and two more than 25 cents.

The stores included in the list are scattered all over the country from Massachusetts to California, and from Washington to Texas. The statistics show the result of careful accounting and include practically every expense connected with the delivery of the package, such as the package collectors' wages, the shipping departments' wages, delivery department wages, freight and express packing supplies, gasoline and oil, electric light, depreciation, repairs, rental charges for space occupied by delivery department, loss, and uniforms for employees.

Those stores, however, which show a per package cost of less than ten cents did not include in their reckoning such items as rental.

Results of the questionnaire seem to indicate that it costs a bit more than twelve cents to deliver the parcel that the shopper asks to have delivered.



Now settled in our new plant—a complete creative, designing and lithographing establishment devoted solely to manufacturing Dealer Displays.

**THE INTERNATIONAL DISPLAYS CO.**  
CLEVELAND OHIO



C. H. Sprague  
Art Director



J. V. Horr  
Construction



J. E. Ferguson  
Production



A. E. Cohen  
Records



R. B. Wagner  
Creative

Every member of our Planning, Investigation, Art and  
trained to think constantly, ever, Dea

# The International C

Not "General Print"—but

For a dozen years the national  
exclusively to the pro better  
Specialization has resu the gro  
organization whose tal train  
on your display proble

# The International Play

A. T. President

1150 West Cleveland

International Representatives are seasoned  
plansmen. They are men who know both  
Merchandising and Advertising



H. L. Connelly  
New York



R. H. Willis, Eastern Sales Mgr.



Jay Klees, Boston



S. V. Anderson  
Philadelphia

H. Z. Ungar  
Detroit-Tele



J. G. Luniak  
Sales



A. W. Newman  
Secretary



J. M. Mullen  
Supt. Cutting



Wm. Heminger  
Costs



H. Disser  
Supt. Litho Dept.

g, Investigate, Art and Production Departments is  
constantly in touch with the Printer, Dealer and Consumer

# Organization

ral Practitioners—but Specialists

rs the national has devoted itself  
e problem better dealer display.  
s resume the growth of an unique  
ose and training are available  
problem

## ationsplays Company

A. T. President

West Cleveland

ed the experience which enables them to plan real  
th co-operation. Their advice is sought because they  
not "General Practitioners" but Specialists



H. Z. Ungar  
Detroit- Toledo



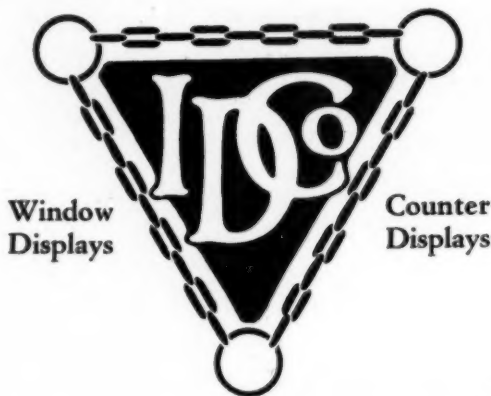
F. G. Johnson, Chicago



H. R. Fielding, Pittsburgh



N. A. Davis  
San Francisco



## The International Mark

THE INTERNATIONAL MARK on display material is a symbol of the eternal triangle in business—Dealer, Product, Consumer.

This trade mark means the display has been worked out on a definite plan, to fit specific requirements.

If your product is sold through retail stores, under a definite trade-mark, this organization can help you.

If you have some specific merchandising problem, an International Specialist will gladly consult with you.

WINDOW DISPLAYS  
DISPLAY STANDS  
TRANSPARENTS

CONTAINERS  
CUTOUTS  
PAPER TRIMS

## The International Displays Company

An organization devoted exclusively to creating and manufacturing window and store display material.

1150 West 3rd St.

Cleveland

# Register Trade-Marks Now in Mexico

Republic to South of Us is Seemingly Becoming Rapidly Pacified and Demand for Goods of United States Origin is Growing Apace

*Special Washington Correspondence*

MEXICANS returning to Mexico from the United States, now that the tide of revolution and bandit raids has ebbed, are taking with them an acquired taste for "gringo" breakfast foods. In consequence, Mexican grocers are now purchasing our cereal specialties in carload lots, where formerly they stocked only enough to supply the limited demand of the United States "colony" in Mexico.

J. J. Zahler, a manufacturer of candies, located in Mexico City, is authority for this. He has brought the matter to the attention of the American Chamber of Commerce of Mexico by way of emphasizing the fact that there is new incentive for United States manufacturers to take steps to register their trade-marks in the neighboring republic.

It is not only Mexican grantees, however, who are becoming consumers of identified wares of United States origin. According to information lately received by the Bureau of Foreign and Domestic Commerce at Washington, thousands of peons come to our border States every year in search of employment, and in due course return, not only enriched by their earnings, but with habits that involve a demand for everything from chewing gum to safety razors.

Quite aside, however, from any consideration of the influence exerted by this factor, the time is ripe for more energetic effort by United States manufacturers and merchants for the cultivation of the Mexican market. The turbulent republic appears to have entered upon an era more nearly approaching tranquility than has been known since the days of Diaz. The avowed friendliness of the new administration for the United States inspires hope that

Mexico may develop, before many years, into such a market for our products as Cuba has lately become.

In spite of the proximity of the Mexican market and its manifest promise, marketing interests in the United States have sadly neglected the protection of their trade-marks south of the Rio Grande. Other than those of patent medicines, United States trade-marks are comparatively little known in Mexico. A disposition on the part of many sales managers to assume that the cream of Mexican business can be handled through outlets at the border is doubtless responsible for the laxity with respect to both advertising and trade-mark registration.

ALL MEXICO CAN'T BE COVERED THIS WAY

To a certain extent Mexican demand will draw upon merchandise reservoirs over the line. Ensenada, the commercial centre of Lower California, is only sixty-five miles by sea from San Diego, California, and practically all goods are bought direct from jobbers there. To cite another case: in the Mexicali district the local merchandise marts are no more than sample rooms for commercial houses located at Calexico, California, an arrangement that permits the dodging of the heavy import duties that would add overhead to a stock in Mexico and a postponement of the payment of duty until the goods are needed in Mexico for immediate consumption.

As a matter of fact, there are advertisers in the United States who have been worrying over the peril in which they fancied their trade-mark to be in Argentina who might better show concern, for their status nearer home. In recent years there has been con-

siderable trade-mark piracy in Mexico. The situation became so serious a year or so ago that the United States Trade Commissioner at the City of Mexico made a special report on the subject.

Two special angles of the situation render the subject of trade-marks in Mexico worthy of prompt attention from United States advertisers. First, is the circumstance that Mexico has not adhered to the Buenos Aires trade-mark convention and thus is not a member of that trade-mark league of the Americas, the "Northern Group," of which has established its central registration bureau at Habana. A blanket registration at Habana such as is now being obtained by hundreds of United States advertisers upon payment of the fee of \$50, is wholly ineffective in so far as it invokes any protection in Mexico.

The other angle of the situation is that, while she has remained outside the trade-mark union that Uncle Sam has joined, she is a member in good standing of that other international trade-mark syndicate from which the United States has held aloof, the Berne Convention. Under this last-mentioned scheme of co-operation, a trade-mark registrant in any one of the subscribing countries automatically acquires certain rights or privileges in all of the other countries in the circle. Thus a negligent owner of a United States trade-mark may find himself embarrassed when he undertakes to ship his goods into Mexico, all because some obscure poacher in Europe has staked a claim in Mexico, via Berne.

Generally speaking, United States trade-mark owners have no occasion to be uneasy regarding their trade-mark rights in Mexico as a result of the political ups and downs of the past decade. Each successive Government has shown a disposition to allow the revalidation of trade-mark registration issued by predecessors whose authority it did not recognize, and it is not believed that even the trade-mark registrations that were effected during the Huerta regime and that have been

declared void are permanently lost. The gravest objection to the Mexican trade-mark law, as it now stands, is that it requires, on the part of the officials, no investigation as to novelty or prior registration. Care is needed in preparing the inscription appended to a trade-mark for use in Mexico. "M. de C. Rgtrda.," or "Registered Commercial Trade-Mark," signifies that the owner of the mark is not the manufacturer of the goods but a manufacturer's agent. "M. Ind. Rgtrda.," or "Registered Industrial Trade-Mark," is the proper designation where title is vested in the actual manufacturer or producer of the goods.

### Association Members Urged to Join A. B. C.

The Catholic Press Association held a meeting in New York July 23 to determine upon methods of presenting the papers and magazines published by its members to advertisers and advertising agencies. John Sullivan, secretary of the Association of National Advertisers, and Philip Ritter, of the Philip Ritter Company, advertising agency, addressed the meeting and emphasized the advisability of publishers joining the Audit Bureau of Circulation.

An executive meeting followed, at which the opinion was voiced that all members should join the A. B. C. and the decision was made to form a soliciting organization which A. B. C. members would be entitled to join. It was also decided to allot an appropriation from the funds of the association treasury to conduct an advertising campaign in behalf of the Catholic press and the field it offers.

### Advertisers to Insure Agency Credits

The London Guarantee and Accident Company, Ltd., with offices in this country, is running 150 line copy, pointing out the advantages and wisdom of agencies insuring the credit of their accounts. It is pointed out that agencies, besides giving an expensive service, are doing business on a credit basis without security.

### Alward in Auto Truck Sales

C. F. Alward, for the last ten years advertising manager of the H-O Company, Buffalo, has resigned to engage in the auto truck sales business, with headquarters in Rochester, N. Y. He has already been announced in *PRINTERS' INK* that Warner Bates has been made advertising manager of the H-O Company.



# Report Number

## CHEMICAL & METALLURGICAL ENGINEERING

The October 6, 1920, issue of *Chem. and Met.* will contain a report of the technical sessions of the Sixth National Exposition of Chemical Industries.

This year the exposition assumes greater interest and importance than ever before for the reason that these technical sessions have been divided into sections, among which are Chemical Engineering, Industrial Management, Fuel Economy and Material Handling.

Men eminent in their profession and authorities in their special fields of action will present papers on topics which are now engaging the concentrated attention of the chemically-controlled industries.

### A Few of The Score of Topics for Discussion

Fluid Heat Transmission.....	H. B. McKechnie
Refractory Cement—Life Insurance For a	
Furnace .....	F. W. Reisman
Producer Gas and Modern Mechanical	
Producer .....	W. B. Chapman
Preventing Conduction and Radiation Heat	
Loss .....	S. L. Barnes
Powdered Coal.....	W. O. Rankin
American Dressler Tunnel Kilns.....	C. Dressler
Chain Belt Transmission.....	F. G. Anderson
Nitration.....	H. Hough and W. Savage
New Methods of Destructive Distillation.....	T. W. Pritchard
Corrosion and Galvanic Action in the	
Industries .....	W. D. Richardson
Ultra Analysis of Costs.....	H. A. Ernst
Research in Industrial Conservation.....	H. E. Howe

Be sure that you are properly represented in this number. Tie up with these progress reports. Show the men who are responsible in these industries that you are able to help them in the solution of their problems.

Remember that this issue will find a prominent place on the desks of these men.

*Those not in attendance* at the exposition will rely upon it for the information so valuable to them.

*Those in attendance* will make it serve to preserve the information obtained.

For those who wish to seize the opportunity of representation in this issue, it is necessary to

## Act Quickly

Many space reservations have already been made. Make yours now as the space is limited. If proofs are desired copy must be received before September 15; if proofs are not required, before September 20.

**Chemical & Metallurgical Engineering**

Tenth Avenue at 36th Street  
New York

# Dealers' Co-operation Extends Wall-Paper Season

A Series of Three Sales Keeps Wall-Paper Moving Every Month

**E**XTENDING the marketing period by advertising has become so common that it no longer has novelty. Indeed advertising seems to be as much a specific for short selling seasons as whiskey for snake bite, or quinine for fever and ague. Yet when an old established business, which for generations has had just two seasons, a major and a minor season, merely by organization of dealers gets them to advertise the product into almost continual sale, it still is interesting.

This is the record of the Allied Wall-Paper Industry according to the executive secretary, H. A. Gould. The plan has developed in the last two years, and is founded upon three sales. The first of these comes early in the year, at a time when wall-paper is usually stagnant as far as the dealer is concerned. The sale is staged with the inducement of a full line of new patterns which may be selected and laid away by paying only a dollar. This sale was first tried out in 1919 in twelve cities, and went so well that last winter it was presented to all the members of the association the country over. Sales for the winter increased from sixty to over six hundred per cent. It is to be an annual event, perhaps in a form somewhat modified.

The next sale was set immediately following Easter and had for its purpose starting the season early and centring the housewife's attention upon decorating as soon as her mind was free from Easter gowns and hats. A slight price reduction was made for the week, with the result that the buying began early, and having a definite reason for advertising at that particular time, and something definite to offer, dealer advertising was much greater than it had ever been. Furthermore, the first week in practically every case brought so much busi-

ness that the dealers continued the advertising through the season, which has extended farther into the summer than before it was advertised, and sales ran from fifty to 150 per cent greater.

With the dull winter season eliminated, and the active spring buying carried well into the summer, there remained only the late summer period of inactivity. An "odd lot clearance sale" is now being inaugurated for August.

The plan of the sale is to sell by room lot only. Short lots are tied into bundles and these are sold for rooms which they will cover. The idea is to avoid all selling by single roll during this sale. It is intended that each purchaser take all there is left of whatever kind she selects. As in other lines of remnants, attractive price reductions will be made.

These sales have been arranged by circularizing the dealers—selling them the idea direct by mail. Also a series of illustrations were prepared for dealers and furnished to them through local newspapers. The newspapers were advised of the plans of the association in regard to the sales with the suggestion: "We are taking this matter up with practically all the live wall-paper dealers in the country and feel sure that if you get after those in your city you will secure extra business from them for it."

The illustrations are sold to the dealers at cost. The idea of selling these through the newspapers, is that if a dealer goes to the newspaper for his cut, he will be much more likely to use a liberal amount of space than if he secured the cut through the association. Also it gives the paper an opening in soliciting the business.

The co-operative advertising of the wall-paper manufacturers started more than two years ago, has helped to make dealers sympathetic with the proposals of the association of manufacturers.



Painted by Frank E. Hoffman

# Prophetic Vision

in Advertising is reliable only when based on demonstrated past performance. What we have accomplished for our clients through the power of a Dominant Advertising and Merchandising Idea is an open record of results.

The time-honored rejoinder, "But my business is different" is the clue to *your own* opportunity. It is because your business is *different* that you can make your advertising *stick out* with a Dominant Idea campaign.

Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.



**MJUNKIN ADVERTISING COMPANY**  
CHICAGO

8 S. WABASH AVE.

CLEVELAND  
LEADER NEWS BLDG.

# Announcing the OKLAHOMA DAILY LEAGUE

The leading "localized circulation" daily newspapers of Oklahoma have recently formed the Oklahoma Daily League—for the purpose of showing general advertisers and advertising agencies how to make *each* of Oklahoma's rich markets pay its full share.

## Oklahoma's 9 Rich Market Centers

Because of transportation facilities, and the distribution of population and wealth in this rich, new state, it happens that 75 to 80% of Oklahoma's immense buying power is concentrated in 9 principal market centers—which are:

Cities	Populations
Oklahoma City .....	100,000
Tulsa .....	80,000
Muskogee .....	42,000
McAlester .....	17,000
Enid .....	16,576
Shawnee .....	15,530
Chickasha .....	15,000
Lawton .....	15,000
Bartlesville .....	14,447

It is very evident from the size and importance of these 9 widely separated cities, that no one, or two, newspapers

**"MAKE EACH OF OKLAHOMA**

can really "cover" Oklahoma. There is NO newspaper published OUTSIDE of any one of these cities that has sufficient circulation IN any one of these cities, to do full justice to the possibilities of the market. It is absolutely necessary to use at least one LOCAL newspaper in each of these 9 cities to do justice to Oklahoma's full market possibilities.

## Market Data and Local Co-operation

We have just completed a market survey of each of Oklahoma's 9 principal trade centers; the results of which will be furnished in convenient form to general advertisers and agencies on request. Also, each of our members is at your service in the matter of special trade surveys, jobber and dealer introductions, etc.—giving you efficient newspaper co-operation in 9 cities.

Write for the 9 Market Reports to

## Oklahoma Daily League

P. O. Box 994. 409 W. Grand Ave., Oklahoma City

### OKLAHOMA NEWS

Circulation—25,139

### TULSA DAILY WORLD

Circulation—25,194

### TULSA TRIBUNE

Circulation—20,170

### MUSKOGEE PHOENIX

Circulation—15,454

### MUSKOGEE TIMES-DEM.

Circulation—12,005

### MCALISTER NEWS-CAP.

Circulation—3,360

### ENID NEWS

Circulation—6,350

### ENID EAGLE

Circulation—5,356

### SHAWNEE NEWS

Circulation—4,215

### CHICKASHA EXPRESS

Circulation—2,100

### LAWTON NEWS

Circulation—3,000

### LAWTON CONSTITUTION

Circulation—2,746

### BARTLESVILLE EXAMINER

Circulation—3,393

**RICH MARKETS PAY YOU"**

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# *S t r e n g t h*

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The strength of a medium is determined by two factors—circulation and good will.

The News-Times leads in the Northern Indiana and Southern Michigan field in both. The News-Times with its 17,000 circulation goes home—reaches the people. The News-Times has the confidence of its readers—it holds the good-will of its public.

To effectively cover this fine industrial and agricultural territory the News-Times must be used. Let us give you further facts and figures.

*Send for News-Times, Jr.*

## **SOUTH BEND NEWS-TIMES**

*Morning*

*Evening*

*Sunday*

J. M. STEPHENSON, Publisher

*Foreign Representatives*

CONE & WOODMAN, INC.

Chicago

New York

Detroit

Atlanta

Kansas City

# Dramatics in Introducing New Articles and Plans at Sales Conventions

Liquid Veneer Shrouds New Product in Veil of Mystery That Keeps Salesmen Aroused

By Lloyd Mansfield

Of the Buffalo Specialty Company (Liquid Veneer)

ALL of us know that sales conventions are delicate things to handle. I refer to gatherings of our own representatives. We must be especially careful in preparing the introduction of a new sales plan or a new article to the salesmen. So much depends upon making the right impression at the start.

It occurred to me that the readers of *PRINTERS' INK* might be interested in a plan we worked out a year ago in acquainting our sales force with a brand new product about which they knew nothing and, moreover, about which we didn't want them to know anything until just the right moment. As an addition to our Liquid Veneer line we had perfected a floor mop treated with the product and to be known as the Liquid Veneer Mop. We had it all ready to present down to the smallest detail of the packing and the fine points of the selling plan.

We have always sent a copy of the convention programme to each salesman a couple of weeks before the convention so that each man would have a chance to come prepared to contribute fully to the discussions. In this case, however, we didn't want to say anything about the mop, yet we felt that it would be good to inject an element of curiosity and suspense into the programme. So someone volunteered the happy thought of referring to the mop as "the new baby."

That was a happy thought. We worked it to the limit. A picture of a rollicking, plump little curly-headed cherub was printed on the cover of the programme and at the top of each page. The title-page read, in part, "Fourteenth

Annual Salesmen's Convention, Introducing the New Baby." In referring to the mop on the programme it was in some such manner as "Taking Care of the New Baby at the Factory" or "What I Expect to Do with the New Baby in the Department Stores" or something else equally mysterious and absurd.

## STAGE ACCESSORIES

Well, to say the least, the idea certainly accomplished the desired results. The salesmen were right on edge awaiting the arrival of "the new baby." But we had to be sure that the introduction was right. So we carried the idea right out in this fashion: We borrowed a nice-looking baby carriage. We took a lot of cheese cloth and fashioned a body out of it, similar in proportion to that of a baby, selected a nice bright mop can and fastened it to the body so that the can represented the head, dressed the dummy in baby clothes to the last detail, safety pins, bonnet and all, placed it in the carriage with all the proper trimmings and at the right time, when the secretary of the company was giving his introductory talk on the subject, wheeled the carriage into the convention room—and you can imagine the rest. I'll venture that not many new babies get the reception that ours received. The whole thing worked out just right.

That reminds me of another unique introduction that we staged at our convention in 1918. Perhaps some readers will recall the \$150,000 Liquid Veneer Cow, Champion of the World, which featured our advertising for a year and which was somewhat of



a shock to a number of fellow advertising men. She had an unusual introduction to our salesmen or, perhaps I should say, they had an unusual introduction to her.

We engaged an artist of considerable note to paint a picture of the cow. He turned out a canvas about twenty-five by thirty-six inches which was a masterpiece. We had it suitably framed and on hand at our convention. Previous to that time the picture had been used from which to have color plates made to use in our magazine advertising.

At this convention no inkling was given in the programme of a surprise. It fell to my lot in presenting the advertising plans for the fall (our convention was held in July) to introduce this famous dairy queen in connection with our advertising. The whole campaign was built around this cow, so naturally we wanted to have her make a good impression. Just before my talk, I had the picture, which was entirely covered, brought into the convention room and placed before the salesmen. Then I went ahead with my talk, leading up to the cow in some such manner as this: "Now, gentlemen, I have a pleasant surprise for you. A lady, known all over the United States and Canada, has honored us by joining the Buffalo Specialty Company sales force. She is going to help us sell more Liquid Vencer than we have ever sold before. She is also going to help us in our advertising and we are very glad to welcome her.

"You will be interested to know that she is worth \$150,000. She therefore doesn't *have* to assist us in our advertising and selling work. I had hoped that she would be here in person to-day to greet you, but unfortunately she could not come. So we have secured her picture and I am sure that you will be greatly surprised as well as pleased, to welcome (and here I quickly unveiled the picture) Segis Fayne Johanna, Champion of the World, valued at \$150,000, and, as you all know, the property of our president, Oliver Cabana, Jr."

When quiet again reigned I followed this introduction with the selling and advertising plan in full, showing the men just how they could use the dramatic introduction of this cow to their customers as it had been used on them. The idea went home all right and their results plainly showed that their lady friend really was a big help as we hoped she would be.

### J Southern Publishers' Joint Campaign

A. G. Newmyer, of the New Orleans Item, chairman of the advertising committee of the Southern Newspaper Publishers' Association, has addressed the association members, asking them to make up their subscriptions to the advertising fund for the coming year. The association now has a membership of 230 and it is believed the largest fund ever raised by these newspapers for joint advertising will soon be available. The marked growth and financial improvement of the South will be featured in the advertising.

### "Oil News" Moves to Galesburg, Ill.

*Oil News*, published by the Shaw Publishing Company, has moved its executive offices from Chicago to Galesburg, Ill. It will maintain advertising offices in Chicago under the direction of Raymond Shaw.

Howard F. Weeks has been appointed Eastern representative of the Shaw Publishing Company with headquarters in New York.

H. R. Baumann, for several years publishers' representative in the Chicago field, has become business manager of *Oil News*.

### J. E. Weir, Foamite Advertising Manager

John E. Weir, who has been engaged in newspaper editorial and reportorial work, has been made advertising manager of the Foamite-Firefoam Company, fire protection engineers, New York. This company plans to publish a monthly house-organ which will be known as the "Industrial Fire Chief."

### Frederick Haase Will Leave Redfield Agency

Frederick Haase has resigned as production manager of the Redfield Advertising Agency, New York, effective September 1. Prior to his present connection, Mr. Haase was associated with the Bush Terminal Sales Building, and was director of service and promotion for the St. Louis Post-Dispatch.



## EUCLID AVENUE

Classed with such famous streets as Fifth Avenue, New York, Michigan Boulevard, Chicago, and Champs Élysées, Paris, Euclid Avenue, Cleveland, is known the world over as a busy and beautiful thoroughfare.

From one end of Cleveland to the other, Euclid Avenue, with its department stores, its shops and its tall, majestic office buildings downtown and its block after block of beautiful homes in the residential section, is a constant reminder of Cleveland's industry and wealth. Euclid Avenue is typical of Cleveland—of prosperity and thrift.

On both sides of Euclid Avenue, from one end to the other, The Plain Dealer is the dominant newspaper just as it is throughout all Cleveland and Northern Ohio—the richest, largest financial and industrial center between New York and Chicago.

You can put your message into the best homes of this territory—completely cover this prosperous field at only one cost by concentrating your advertising in

# The Plain Dealer

CLEVELAND



Photo of work now being done on new Morgan and Wright plant out Jefferson Ave. (City block addition to U. S. Tire Plant)

## More Tires for the "Detroit Product"

Morgan & Wright (U. S. Tire Co.) are spending millions of dollars in a monster addition to an already huge plant in order that "Detroit's product" may be well shod—in order to keep in step with the city's onward march.

Yet the automotive industry is only ONE of TWENTY industries in which Detroit leads the world. However, these industries are only marks and indications of the city's inherent strength. The backbone of Detroit's progressiveness lies in its people.

They can be reached by only ONE newspaper in the morning—The Free Press. You can write your own "selling petition" in Detroit by using the columns of this newspaper to reach and influence the best of Detroit's citizens.

## The Detroit Free Press

*"Advertised By Its Achievements"*

VERREE & CONKLIN, Inc.

Foreign Representatives

NEW YORK

CHICAGO

DETROIT

## Southern Candy Manufacturers Widening Their Markets

Wiley's Campaign; the Fourth in Atlanta, Calls for Aggressive Territorial Advertising

BOSTON and New York have always been considered candy centres, and the homes of trademarked brands, nationally distributed and advertised. They were even looked upon as having a sort of unwritten monopoly, for their lines were firmly established and with such a tremendous running start that newcomers would be afraid to attempt elaborate competition.

Despite this, the new Wiley campaign, just launched, represents the fourth ambitious advertising schedule to come from a single city of the South, Atlanta, Ga. And others are said to be in the making.

Nunnally candies are now in magazines and have boldly thrown several hats into the ring.

There are several remarkable features that mark the Wiley advertising campaign.

The most interesting feature is that the newspaper programme calls for a campaign of twelve months' duration, the advertising running at an even measured rate the year round. This is new in candy newspaper schedules, for it has been the custom to use copy periodically.

This campaign opens up in September, in daily newspapers, from Washington to Texas. Magazines and outdoor advertising will also be used.

Rather than go blindly at it, in the preparation of a heavily illustrated campaign of eight pieces, three columns wide, careful analy-

sis was made of the average type of picture used in advertisements in the list of papers.

And the following deductions were arrived at:

WISDOM WAS SHOWN BY THIS ADVERTISER IN CHOOSING OPEN ILLUSTRATION FOR NEWSPAPERS

Eighty per cent of the designs were too complicated. They filled-in when printed.

Backgrounds were confusing.

Sufficient prominence was seldom given to the name of the product, in relation to the display on the same page of other advertisers.

Delicate lines in drawings were lost.

Solid blacks, in large areas, printed grey.

Simplicity was highly necessary. Not many figures. The advertising illustrations in which large

faces were a feature were invariably the best.

The least possible amount of reading matter; allow a caption to tell a story.

Every Wiley display is, therefore, scientifically constructed to meet the exigencies of newspaper printing, and the competition to be met there.

Sentiment plays an important part in the ideas, and the faces are exceptionally large for the space. The characters, all "home folks," are always smiling, happy, having a good time. Uniformity is secured by running a black panel at the bottom of every advertisement, upon which the nameplate and catch phrase appears in white. Also on these panels is presented the unique little trademark figure, a whimsical fairy child, in a flower cap and dress, running from an inquisitive honey bee that is bent on capturing the bonbons.

The client is willing to make a frank admission. Although successful in his own limited territory, and putting out a high-grade product, he had never really favored advertising—or believed in it in its larger possibilities. As a consequence, distribution was confined to his own little circle. And sales did not measure up to the quality of the candy.

Investigation proved that candy dealers were depending more and more upon advertising to sell the goods in stock. They placed heavy orders and the public was sold, before ever entering the store.

Wiley has found that the passing of "Old Man Barleycorn" has made a decided increase in the demand for candy. It is also a fact that Southerners consume a great deal more candy and sweets of all kinds than Northerners.

The dealers were consulted.

What did they think of a widespread localized advertising campaign in every section where distribution was planned or fairly well established?

All right? The only thing that mattered was demand. "If you folks can make people come in

here and ask for your stuff, we'll order it by the car load. The other candy people are advertising. We give folks what they want."

When shown the book of illustrated advertisements, and acquainted with the magnitude of the schedule, many of these dealers placed orders, merely on the strength of it.

There is nothing quite like calling upon a dealer and spreading out on his counter evidence of your intentions to push your line. It was easier in the case of Wiley, for the name was known and the quality of the goods recognized. The wonder of it was that the candy had not been advertised in a large and intensive way long before. It was allowing the other fellows to step in and run away with the market.

The Wiley appropriation—as a starter—amounts to about \$50,000, which is doing rather well, all things considered. The South has been slow to come in on a big scale. Now, however, the Southern manufacturer appreciates that he can follow in the footsteps of a single state, California, and go after the entire map—not a State.

As another result of placing the advertising schedule before the dealer Wiley has found that orders have been placed earlier in the season than ever before, and this is highly desirable from the manufacturer's standpoint.

Every Wiley salesman was supplied with the book of advertising. They were told to talk about it, explain it, and impress the dealer with what would be done during the coming year—not spasmodic advertising, but a constant hammering away for twelve busy months.

### New Business for Critchfield

The Beeman Tractor Company, Minneapolis, has placed its advertising account with Critchfield & Company, Chicago. The Critchfield agency has also secured the account of the General Manufacturing Company, Sioux City, Iowa, manufacturer of "Snap!l" fountain pens. National mediums will be used.



HERBERT L. HASKELL

"Bert" Haskell was Foreign Advertising Manager of the New York Tribune when he joined my Organization. This was about six years ago.

He is not only associated with me in a business way, but is one of my closest friends.

*Lane Block*

## The Detroit Journal

Detroit has jumped in ten years from the ninth largest city to the Fourth City, with a population of 993,739 — (a million in round numbers). Detroit is one of the most prosperous communities in America.

THE DETROIT JOURNAL reaches a large proportion of this vast population that cannot be reached by any other medium. The JOURNAL readers believe in the paper absolutely. Their confidence in its news columns is reflected in the advertising columns. Wise advertisers use the JOURNAL.





Besides **MULTIGRAPH**  
the clients of Fuller & Smith are:

The Austin Company,  
Standard and Special Factory-  
Buildings

The Beaver Board Companies,  
Beaver Board, Vulcanite Roofing,  
Beaverlume, Beaver Black Board.

The Beaver Manufacturing Company,  
Beaver Kerosene Tractor Engines.

Burroughs Adding Machine Company,  
Adding, Bookkeeping and Calcula-  
ting Machines.

The Cleveland and Buffalo Transit Co.,  
Lake Steamship Lines.

The Cleveland Provision Company,  
"Wiltshire" Meat Products.

The Craig Tractor Company,  
Farm Tractors.

Denby Motor Truck Company,  
Motor Trucks.

Dunlop Tire and Rubber Company,  
Tires and Golf Balls.

Ericsson Manufacturing Company,  
"Berling" Magneto.

Field, Richards & Company,  
Investment Bankers.

Free Sewing Machine Company,  
Sewing Machines.

Gainaday Electric Company,  
Retail Stores, for Electric Household  
Appliances.

The Glidden Company,  
Paints, Varnishes and "Jap-a-Lac"  
Household Finishes.

The Glidden Nut Butter Company,  
"Dinner Bell" Nut Margarin.

Ivanhoe-Regent Works of General  
Electric Company.

"Ivanhoe" Metal Reflectors and  
Illuminating Glassware.

National Lamp Works of General  
Electric Company,  
National Mazda Lamps.

R. D. Nuttall Company,  
Tractor Gears.

The Outlook Company,  
Automobile Accessories.

The Peck, Stow & Wilcox Company,  
Pesto Tools and Machines.

Pittsburgh Gage and Supply Company,  
"Gainaday" Electric Washing  
Machines.

H. H. Robertson Company,  
"Robertson Process" Metal, Gypsum  
and Asphalt.

Hotels Statler Company, Inc.  
Operating Hotels Statler, Buffalo,  
Cleveland, Detroit and St. Louis,  
and Hotel Pennsylvania, New York.

The Timken-Detroit Axle Company,  
Axles for Motor Vehicles.

The Timken Roller Bearing Company  
Roller Bearings.

University School,  
College Preparatory School.

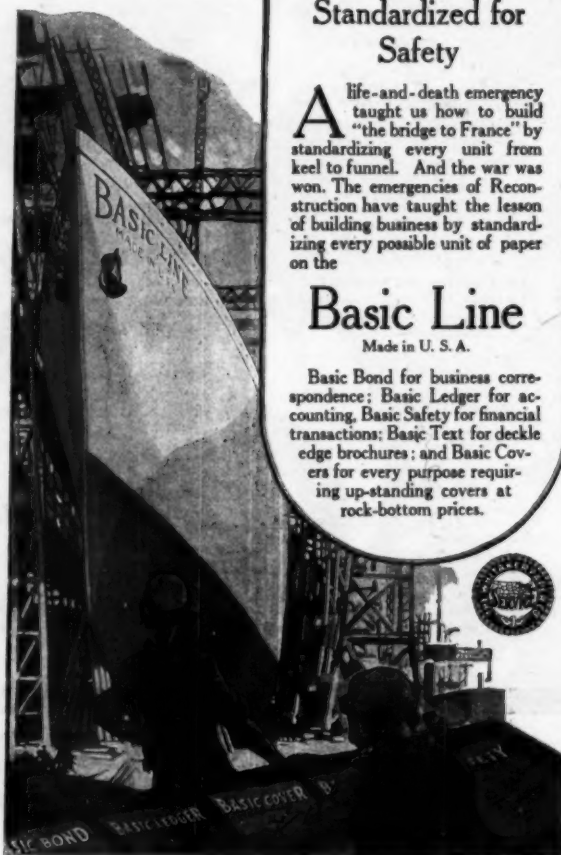
The Westcott Motor Car Company,  
Passenger Cars.

Westinghouse Electric and Manufac-  
turing Company,  
Electric Apparatus, Appliances,  
and Supplies.

Willard Storage Battery Company,  
Storage Batteries.

# Smith

## Advertising Cleveland




**Standardized for Safety**

A life-and-death emergency taught us how to build "the bridge to France" by standardizing every unit from keel to funnel. And the war was won. The emergencies of Reconstruction have taught the lesson of building business by standardizing every possible unit of paper on the

**Basic Line**

Made in U. S. A.

Basic Bond for business correspondence; Basic Ledger for accounting, Basic Safety for financial transactions; Basic Text for deckle edge brochures; and Basic Covers for every purpose requiring up-standing covers at rock-bottom prices.



## THE WHITAKER PAPER CO.

HOME OFFICE—CINCINNATI, OHIO

**DIVISIONAL HOUSES**—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

**BRANCH HOUSES**—Birmingham, Columbus, Ohio, Richmond, Virginia.

**SALES OFFICES**—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, Washington, D. C.

# Fanciful Trade Names Appeal to Purchasers

No Single Word, Say Manufacturers, Could Successfully Be Applied to Celluloid, Pyralin, Fiberloid and the Like

*Special Washington Correspondence*

**DOES** fanciful designation aid sales? "Yes"—in chorus, is the answer of manufacturers of the pyroxylin plastics, be it said for the benefit of any who do not know, are such compounds as Celluloid, Fiberloid, Pyrolin, etc. The vote, while not quite unanimous, is too overwhelming to call for a raising of hands.

A verdict on the issue is particularly interesting because this industry is in advance of almost all others in the extent to which the trade leaders have been trying out the formula that a manufacturer may boost sales by giving to his product a unique, fanciful designation rather than a trademark that merely identifies the personality of the maker or the place of manufacture.

"The love of people for grand-sounding names is an element that enters into selling," was the remark of Joseph Larocque, a director of the Celluloid Company. "There are a great many women," he added, "who would much rather buy combs under the name 'Ivoire de Paris' than under some plain Anglo-Saxon name. They would rather say to a friend that this is 'Parisian Ivory' than say it is Celluloid."

This concrete application of what has been an increasingly interesting question of sales policy has been made, incident to the invitation of the Federal Trade Commission to the leaders in the industry to consider the standardization of trade terms. Complaints had come to the Commission that there was misbranding or misrepresentation when the compounds known commercially as "Celluloid," "Pyralin," "Fiberloid," "Viscoloid," "Zynolite," "Acwelite," etc., were advertised and sold as "ivory," "tortoise shell," "amber," "pearl," "jade,"

"jet," "coral," etc. As readers of PRINTERS' INK know, from the brief mention made several weeks ago, nothing is likely to come of this effort to find a generic term for products that have attained individuality of their own through advertising effort. But there has not heretofore been disclosed the convincing arguments that, in the discussions behind closed doors, were advanced in favor of fanciful designation as a seller's asset.

For example, there was the relation by one small manufacturer of his experience and observations when "helping out" retailers during the holiday rush and at other seasons. Recounting the preferences of ultimate consumers, as he saw them recorded in the interludes of his road tours, this tradesman said: "The name was the principal thing. When a toilet set has been started by a retail consumer, either by gift or purchase, that customer desires to buy his complete set of the one manufacturer's goods on account of the color scheme and design."

## ADJECTIVE USE PERMISSIBLE

One question that was raised in the conferences of which no echo has reached the advertising and business community, despite its obvious significance, is that of the line to be drawn between the use of fanciful and suggestive terms in a substantive sense and the use of the same terms in an adjective sense. A committee made up of representatives of the various trade associations formally went on record as opposed to the use in a substantive sense of such terms as ivory, jade, jet, amber, coral, shell, etc., but, in the same breath opposed the branding of the merchandise by any name which would show its imitative or substitute character.

Detailing how the pyroxylin

plastics industry had "found itself" on this question of policy long before the Federal Trade Commission took a hand, Ralph R. Lounsbury of the Pyroxylins Plastics Manufacturers' Association said that the Celluloid Company, the Dupont Company-Arlington Works, the Fiberloid Company and the Viscoloid Company long ago abandoned, of their own initiative, the use of the terms "French Ivory," "Parisian Ivory" and all similar terms in which the word "ivory" or "amber" are used in a substantive sense.

"Our people," he recounted, "have come to the conclusion that it is a misleading use; that the public may very readily be deceived in thinking that an article, called in the trade 'French Ivory' which is nothing more nor less than Celluloid or Pyralin or Fiberloid or Viscoloid is at least akin to ivory." Use of a trade term as an adjective is, in the matter of morals, very different from its use as a noun, according to the contention of Mr. Lounsbury and executives of these four manufacturers.

Francis F. Squires, general manager of the Fiberloid Company, had related that his firm, while it discontinued several years ago the use of the term "French Ivory," has been using, in its advertising, the name "Ivory Fiberloid," when Henry Rawle, vice-president of the Celluloid Company, interposed: "The word 'Ivory' there is used as an adjective. If 'Ivory Fiberloid' is wrong 'Ivory Soap' is wrong." Thereupon, Mr. Lounsbury commented: "Nobody gets the impression that Ivory Soap is made of ivory, but if you can think of was named 'Soap Ivory' instead of 'Ivory Soap.' The Dupont Company uses the term 'Ivory Pyralin'." Then came J. A. Gwyn, assistant director of sales of E. I. Dupont de Nemours & Company, who explained: "We use 'Pyralin' in the substantive sense and 'Ivory' simply to denote character because we make black, white and green 'Pyralin' and this is 'Ivory Pyra-

lin.' That is really the point of the thing. We use 'Pyralin' as denoting the substance."

The tradesman who represented to the Federal Trade Commission that "reforms" were desirable or possible in the industry had argued that all the plastics and compounds involved should be labeled "Celluloid." He made out that Celluloid has become the name which the public has applied to the wares of all producers regardless of the fact that one calls its product "Pyralin," another calls it "Fiberloid," another "Viscoloid" and so on.

#### WHY "CELLULOID" WON'T DO

When the manufacturers went into session with Commissioner Thompson of the Trade Commission there was immediately emphasized, what the presiding official had evidently overlooked, that "Celluloid" is not open to general appropriation inasmuch as it is the exclusive trade name of the Celluloid Company. Apropos this aspect of the situation, Mr. Larocque remarked that if all manufacturers were to stamper their goods "Celluloid" it would be a direct representation to the public that the goods were manufactured by the Celluloid Company, "so that instead of a possible misrepresentation by the use of some other term there would be a general misrepresentation by all manufacturers in regard to all goods." Let it not be supposed, however, that these devotees of fanciful trade terms were any more anxious to concentrate on "Celluloid" than the rightful owner of "Celluloid" was willing to have his individual trade name made common property. All the leading producers united in an expression to the Trade Commission of a desire of each to cling to his own distinctive trade name, duly registered as a trade-mark. As with one voice the sponsors of distinctive names declared to the Trade body that they could think of no one term applicable to the material produced by the industry which would better inform the public of its character.





# 10

## Newspapers in One

1. General News
2. Financial
3. Trapshooting
4. Automobile
5. Motion Picture
6. Music—Drama—Opera
7. Theatrical
8. Political—Editorial
9. Sports—Boxing—Baseball
10. Society News

**10c.** DAILY and  
SUNDAY

# KINGS and QUEENS

Many of The Morning Telegraph's readers are far more wealthy and much better known than the crowned heads of Europe.

Famous stars of the screen could put some kings in the shade when it comes to ability to buy advertised products. The Morning Telegraph's readers, represent-

# The Morning

NE

OR

*A Highly Specialized Club*







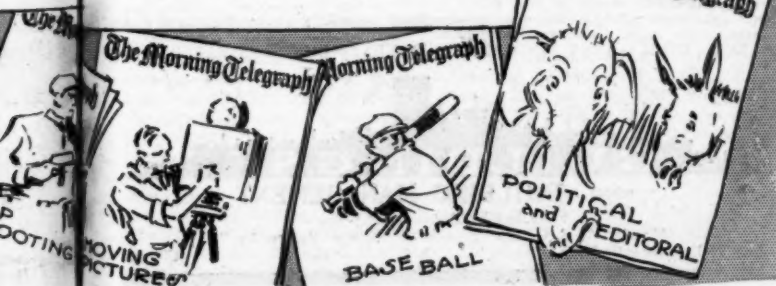
## BEEN IN THE SHADE

ing the amusement class, the theatre-going public, are recognized as the best dressed and most prosperous class in the world. They read The Morning Telegraph carefully because it contains the information which is vital to their profession and an important part of their daily lives. Much of this information is not contained in any other publication.

**The Morning Telegraph**

NEW YORK

Publication—of Class



What other class  
of readers would  
pay

**10c.**

every day for  
their favorite  
newspaper?

It pays The Advertiser to reach  
the class with  
the greatest buying  
power.



## \$1,500,000.00 OAK GROVE APT HOTEL

Minneapolis, being built by J. H. Davidson



Apartment Hotels contain about 200 units of completely furnished rooms, including lobbies, lounging rooms, restaurants, billiard rooms, roof gardens, chocolate shops, laundries, delicatessen stores, and others requiring special equipment.

Among the basic materials and equipment advertised in **BUILDINGS AND BUILDING MANAGEMENT** used in the Oak Grove Hotel by Mr. Davidson, are 12,000 barrels of Portland cement Birch trim throughout, and Murphy Disappearing Beds.

### JOHN H. DAVIDSON

Investments

Owning, Building, Selling Hotel and Apartment Properties  
Suite 723, Plymouth Bldg., Minneapolis

Dec. 26, 1919.

#### **BUILDINGS AND BUILDING MANAGEMENT.**

Gentlemen: I certainly enjoy reading each issue of your publication, and I have found a great many new ideas that we shall embody in our new buildings, as well as instructive articles from those who have practical experience along our particular line.

Yours truly, JOHN H. DAVIDSON.

**BUILDINGS AND BUILDING MANAGEMENT** is a "building directory" for those who conceive, construct, maintain and operate large buildings. It is read by the executives in charge of over \$500,000,00.00 of new construction of office, loft and apartment buildings begun or contemplated for this year, besides those who manage over 21,000 buildings already built.

TELL THEM ABOUT YOUR GOODS IN THEIR BUSINESS PAPER.



Published by Porter-Langtry Co.

(Member A. B. C. and "Associated Business Papers, Inc.")  
City Hall Square Building

Chicago

# Making an Advertisement Score Twice

Greenfield Tap and Die Corporation Reproduces Preceding Month's Advertisement in Current Month's Copy

By Arthur McClure

THE sales-promotion manager of the Greenfield Tap and Die Corporation sat at home one evening reading a magazine. After he had finished his story, he began turning over the pages of the advertising section. Presently he halted before the advertisement of a shower attachment for a bath tub. He was interested for two reasons: (1) He possessed such an article, and (2) it was nearly worn out.

"It's a good thing," he thought. "I'll get a new one."

But he did not. He forgot it.

A month later, in the next succeeding issue of his magazine, he saw another advertisement of the same appliance. This time he stopped, laid the open magazine face down on his desk, reached for his telephone, and instructed his dealer to send him a new shower at once.

It took two advertisements to make him order *after he was sold*. Both advertisements were alike, save for minor differences.

How long does the influence of an advertisement last? An advertisement does not have exactly the same influence upon every reader. One advertisement of a series excites his motor impulses. The next may not touch them at all.

A man, spending an idle hour at his club one evening, came across an advertisement in a well-known weekly he was reading—an announcement of a fireless cooker. He rarely gave much thought to his own household arrangements, which, for the most part, were in the hands of servants, but this story caught his fancy and interested him. He saw many advantages in the idea. He was a motorist, and a suggestion in the advertisement that the fireless cooker could be carried in

an automobile and used for the preparation of meals during a tour, struck him as being quite practicable. He tore off the coupon of the advertisement, filed it in his pocket, only to lose it. He forgot about the idea.

Three or four weeks later he came across another advertisement of the fireless cooker, and stopped to read it. This particular piece of copy omitted mention of its use by motorists and dealt at length with construction and convenience of use. His recollection of the automobile use was not now very distinct and he searched the advertisement before him in vain for something about it. He didn't recall just why the cooker had appealed to him. But the talk about construction and convenience in the second advertisement led his mind off in a new direction and this dissipated his interest. He did not like kitchen talk—it bored him. The copy was directed at women.

## TWO ADVERTISEMENTS BETTER THAN ONE

The Greenfield sales promotion manager, after he had ordered his shower, took himself aside for a few moments of self-examination. Why had that first advertisement failed to move him to action? The second one had succeeded largely because it had operated on his mind just like the first one. Every element in the first was present in the second. The second, therefore, recalled the first with full efficiency. If the second had been different, as was the case with the fireless cooker, and had presented the shower from a new angle of argument, would it have moved him to action?

"What a pity," he thought, "that all of last month's influence has to depend on memory. When an

advertising campaign requires a complete change of copy throughout, what can be done to sustain the memory of an advertisement until the next appears?"

His mind reverted to the advertising of his own company. Greenfield in the national magazines for that month described the importance of Greenfield taps and dies in marine-engine construction. A great ocean liner was pictured driving her way through a rough sea. The dependence of the whole system of water transportation upon the screw-thread that holds so many vital parts of the ship's machinery together was well told. That reference to the ocean liner—that fine picture of a great ship tearing through the storm—might have been the means of selling Greenfield goods to a reader. A reader might have even torn off the coupon, but for some reason he did not complete the cycle.

The following month the firm's story was told by holding up an automobile for the reader's consideration. The pressure, the strain, the vibration to which an automobile is subject demand precision and strength in its construction, and this depends upon the screw-threads that hold the parts together. A motor car rounding a dangerous curve on a mountain road is pictured, and carries to the reader, especially if he be an automobilist, something of the thrill of dizzy height and perilous precipice. The reader who was not impressed by the ocean liner may be won by the automobile. The logic behind the copy is sound. It seeks to put

the Greenfield thought in terms that differing minds can understand.

But! Here is the reader who was sold by the ocean liner. That appeal made a deep impression on him. If he could be brought face to face with it just once more, it would bring back the sensations



## "MOTORING"

Dr. Woods Hutchinson's  
Recommendation for Tired Nerves

WITH what serene confidence you put your old mother or invalid wife in the hammock and carry them up the steep incline or down the sharp grades of a mountain side is safety!

That confidence is well placed. Manufacturers realize as well as you do the pressure, the strain, the vibrations they have built the automobile to master. They know that your trip must be safe—else it becomes a failure or a disaster.

### Held by a Thread

All this mechanism; all this safety, literally "held by a thread"—for it is all bound together by a myriad of seldom noticed, almost unthought-of, screw-threads.

You could not have a more intricate thing without the screw-thread. You could have built our automobiles with different threads, but to build cars in numbers sufficient to count for much in our life and commerce, you must have screw-threads.

It is merely chance that the development of quantity production in the automobile industry has coincided with G.T.D.'s

almost 50 year development of production screw-threading with its constant and direct application to all machine building!

Without the experimental research which has made G.T.D. a standard, not only the automobile, but the locomotive, the marine engine, the typewriter, the tractor, the printing press and a host of kindred mechanisms might have remained but cheap toys.

### The Challenge

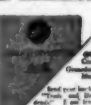
G.T.D. today offers to manufacturers, engineers, purchasing agents, mechanics and others who are conscious of a desire to examine accelerated production more closely, a definite and tangible service.

Our screw-threading specialists will give you the full benefit of our 47 years' experience.

As a preliminary step, send the coupon—or a letter over your personal signature—let "Taps and Dies" be a non-technical consideration of a technical subject.



Let Sheet #77  
be your guide



**GREENFIELD**  
TAP & DIE CORPORATION  
Greenfield, Massachusetts, U.S.A.  
(Incorporated in Mass. Capital Office at Greenfield, Mass.)

THE DIMINUTIVE "REPEATER" MAY RIVET ATTENTION,  
EVEN IF THE MAIN COPY FAILS TO INTEREST

set in motion on the first occasion and then remind him of the one thing he had failed to do—use the coupon or send his order.

These are some of the considerations that led Ralph Barstow, the sales-promotion manager already mentioned, to stop the automobile advertisement just before it went to press, and to have inserted in the layout a small reproduction of the page about the ocean liner. Of course the picture of the automobile dominates

the layout. In the margin at the right, set directly under one side of the picture, is a rectangular space containing the reproduction of the other advertisement. This reproduction as it appears in the magazines is large enough to enable the reader to recognize easily the predominating idea of the former copy—such as the picture of the ship, the caption over the text, the cut of the tool or bolt top, the signature, the booklet about "Tools and Dividends," and the coupon. This, as Mr. Barstow says, gives the reader a "flash back" in pretty much the same way as it is done in the movies.

Another advantage in the scheme is that succeeding advertisements will carry a reproduction within a reproduction, though the second reproduction is too small to do anything but remind the reader of the idea which serves the general purpose. Here is a throwback to the third generation. The copy occupying the reader's attention this month directs his attention back to last month and the month before.

Doesn't this little scheme do something else, too? It enables an advertisement to carry credentials. It says to the reader "You must remember me! Here is my father and my grandfather. Behold my pedigree."

There may be a suggestion here for other advertisers who are also seeking ways to "prolong the impression" and lengthen the influence of their messages.

### William Marion Reedy Is Dead

William Marion Reedy, publisher of *Reedy's Mirror*, St. Louis, aged 57, died at San Francisco on July 28. After thirteen years as a writer for various St. Louis papers Mr. Reedy became editor of the publication known then as *The Mirror* in 1893, and its proprietor three years later.

### Portland, Ore., Has New Advertising Agency

The Advertising Service Bureau, an agency and service organization, has been formed at Portland, Ore., by Henry R. Hayek, G. E. Boyersmith, C. S. Cobb and Ralph H. Mitchell.

### A Drink Is a Drink and Is Not an Ice Cream Soda

L. C. JONAS  
CONFECTIONER

PHILADELPHIA, July 22, 1920.

Editor of PRINTERS' INK:

In a recent issue of your weekly you printed a very interesting letter from England on the increase of consumption of candy there in spite of the fact that prohibition does not prevail in that country. Some time ago you published an article in which you related that the effect of State prohibition in the State of Washington had been to greatly increase the number of candy and soda-water places, which, however, soon succumbed to failure because the business had evidently been overdone.

The relationship between prohibition and candy and soda-water has proved to be a fallacy since we have had national prohibition, at least as far as my observation in this city goes. Recently I counted the number of places in the shopping district of Philadelphia where one could buy candy or soda-water, or both, and found fifty within an area of less than two-thirds square mile; of these, thirteen (26 per cent) were less than a year old, and at least three of these new ones are now looking for buyers.

The soft-drink business also seems to have reached a saturation point. The Department of Justice reports a large number of applications for permits to sell sugar as coming from soft-drink manufacturers.

There has been a considerable increase in the consumption of candy in this country, too; but I think this only reflects a more intensive marketing of the goods, because there are so many new concerns in the business—manufacturing, jobbing and retailing.

The idea seems to be that a drink is a drink, and if a man cannot get liquor he will buy ice-cream soda, but a little thought on the subject will reveal the fact that the former beer drinkers' taste is not likely to switch to sweets—he may smoke more. The whisky and cocktail drinker might go to ice-cream or candy, but one glass of soda is as much as the average man can take at a sitting, or a quarter-pound of candy will last him all day or more if it doesn't get sticky in his pocket.

There were thousands of saloons which were in a measure public club-rooms, where men would sit for hours over a glass or two of beer and talk things over. The ice-cream soda and candy store does not take the place of these saloons, for where there are ladies constantly coming and going, buying candy or ice-cream, or where there are girl waitresses, a man does not feel at ease to lounge and linger as he did in the old-time public clubrooms.

Of all the money that was formerly spent for liquor, no more will go into candy than will go for silk shirts or into the savings banks, probably not as much, and the new concerns will have to strive hard to get any business.

L. C. JONAS.

# Advertising a Product That Is Not for Sale

Educational Campaign for a Material Used Emphasizes Quality of Product

CAN you see any rhyme or reason in advertising a product when you have none for sale and may never put it on the market? Why advertise a thing and at the same time advertise that you have none for sale? These are questions that have been asked the Goodyear Tire & Rubber Company about the "Sarival" cotton campaign, and the questioners have not all been outside of the organization either.

Sarival is the trade-name for the cotton raised in Salt River Valley, Arizona, by the Southwest Cotton Company, a subsidiary of the Goodyear company. The trade-name is made up of the first letters of each name of the district from which it comes. The entire crop is used by the parent organization, as stated in each page of the periodical advertising.

As readers will recall, this copy has traced the development of the cotton industry in this new country, has shown the exceptional development of the plant growth, photographs of the gin and spinning mill, and with pictures, statistics, and description has shown the exceptionally high quality of the Sarival cotton. One of these that was particularly impressive was a comparison with a common grade of cotton as revealed by a high power microscope.

In each case one gains the impression of the splendid quality of Sarival cotton, always to be reminded that the whole crop goes to the Goodyear Tire & Rubber Company. Rubber is rubber and manufacturers of products in which it is used can say little more than that they use the pure gum. But in tires, hose, belting and other numerous articles manufactured by this company cotton plays quite as important a part as rubber—according to the company's advertisements for its other products. So every time

one sees an advertisement for the Sarival cotton, he realizes that if he is to enjoy the service of that product he must use goods made by the company which buys the whole crop. A desire is created for Sarival, which Goodyear competitors cannot fill. It is not necessary to make that broad assertion in the copy, one sees it without being told.

According to "The Triangle," the Goodyear magazine for its salesmen, this advertising is to continue once a month with full page space.

Other recent Goodyear advertising calls attention to the new Los Angeles plant and particularly emphasizes that it will have its own cotton mill. It is not stated that this mill will use Sarival cotton: why reiterate the obvious?

## ADVERTISING BY-PRODUCTS

One of the minor results of this advertising has been to engender a feeling of loyalty on the part of Salt River Valley residents for the Goodyear company and to increase their confidence in the cotton industry which is new to that district. There has been a noticeable rise in the price of real estate in that section since the advertising started. Local chambers of commerce and other civic organizations have freely voiced a feeling of gratitude for the advertising which has given their district so much favorable publicity.

Another result of the Sarival advertising has been to stimulate the sale of Goodyear products in the "Old South" where high-class cotton is appreciated.

Advertising extensively a product that goes into a product is capable of wide use, and is especially adapted to such co-operative campaigns as that recently launched by the Associated Dairy-men of California, an association made up of the dairy interests and allied industries.



# Announcing

the opening of the largest studios in the world devoted exclusively to the production of Industrial-Educational Films at 230 and 232 W. 38th Street, N. Y. City.

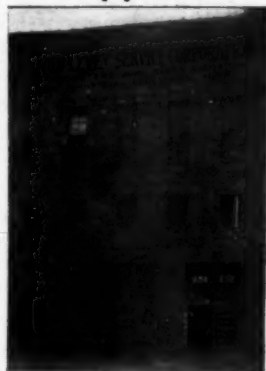
**Truth Productions** will be made here by Harry Levey and the same personnel that produced and distributed almost every

## Industrial-Educational Film

of note in the past three years.

Every new method and process known to the industry will be installed here to improve our service to our clients.

This announcement, together with the details of our world-wide theatrical and non-theatrical distribution facilities published July 22nd, guarantees our clients the best possible results.



**HARRY LEVEY  
SERVICE CORPORATION**

*Producers and Distributors of  
Industrial Educational Films*  
NEW YORK CITY

Temporary Offices

1662 Broadway

## ANNOUNCING THE SPACE



*"The Greatest Contribution to Advertising Literature Ever  
Compiled."*

### A COMPILATION THAT INSPIRES, MERITS AND RETAINS CONFIDENCE

Containing reliable statistics on every conceivable subject of value to  
the buyer of space in the daily newspapers of the United States.

Representing an expenditure of over forty thousand dollars in  
its compilation.

*Standard Statistics, Comprehensive, Yet Concise.  
Fair and Impartial Treatment, Holding No Brief  
for Place or Paper.*

The wealth of statistics collated, covering every State and principal city in the country, has not been assembled hastily and thrown together haphazardly. From its exhaustive cross-reference index to its alphabetically arranged subjects, the most expert and exact care has been exercised.

Every fact stated, be it the latest advertising rates or circulation figures of a newspaper, the latest taxation data of a city, the number of houses electrically equipped, or any of the thousands upon thousands of facts given, the standard authority employed is designated.

Its scope has an amplitude of range hardly believable without examination of the method of treatment.

## Faulkner, Incorporated

Members of: Barbour's Advertising Rate Sheet Service.



## BUYERS' REFERENCE LIBRARY



*Ten Compact, Loose-Leaf, Well-Bound Volumes  
Size 9" Deep, 7½" Wide, 1¼" Thick*

**A FULFILLMENT OF THE SPACE BUYERS'  
UNQUESTIONABLY OFT EXPRESSED DESIRE**

**Of the many thousand subjects  
treated, a few are noted be-  
low—**

Agriculture	Churches
Automobiles	Newspapers
Educational	Failures
Transportation	Taxation
Fire Statistics	
Trading periods various commodities.	
Mortality and Birth statistics.	
Banks and financial data.	
Liberty Loan statistics.	
Population, classified.	
Trades and industries.	
Roads and highways.	
Income Tax returns.	
Street paving conditions by cities.	
Trading area and radius.	
Commercial outlets for nationally advertised goods.	
Housing and population statistics, by charts.	
Electric, gas, water and telephone rates.	
Charts of newspaper circulation, how distributed, by cities.	
Electric wired dwellings, stores and farms.	
Mechanical requirements of newspa- pers, latest circulation figures, latest rate quotations, day and reason for largest lineage.	
Etc., etc., etc., etc., etc., etc., etc.	

**Two of many—**

New York, July 26, 1920.

Faulkner, Inc.,  
Washington, D. C.  
Gentlemen:

We have examined the advance copy  
of the SPACE BUYERS' REFER-  
ENCE LIBRARY, and because it con-  
tains so much important information  
not obtainable in such comprehensive  
form elsewhere, we are subscribing for  
this very desirable service.

BERRIAN COMPANY, INC.

NEW YORK AMERICAN  
EXECUTIVE OFFICES

July 27, 1920.

Faulkner, Inc.,  
Washington, D. C.

Dear Mr. Faulkner:

There can be no two opinions as to  
the value of a completed work along  
the lines you have undertaken. Your  
selection of material, the convenient  
arrangement, and the information pro-  
vided, make a remarkable total of use-  
fulness to anyone who wants to know  
the people and newspapers of the  
country.

EDGAR D. SHAW.

### OUR PROPOSITION IS A SIMPLE ONE

We have a Service Bureau, of which this LIBRARY is an ad-  
junct, that will stand as an intermediary between you and the  
data you desire relative to any city or State, making you inde-  
pendent of any local source.

Specimen pages and full information will be sent on request  
without implying any obligation to subscribe for the service.

**Munsey Bldg., Washington, D. C.**

Members of: Audit Bureau of Circulations and A. A. C. W.

July 29, 1920.

Due to space in various future issues of LIFE being sold to the limit in keeping with our restricted size—52 pages total—please note future schedules are subject to adjustment of dates in which space is available.

Advertisers are rapidly appreciating the protection and value which LIFE'S restricted size policy assures.

*Geo. Bee. Are.*

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

## Advertising Will Help Elect Next President

**B**OTH the Republican and Democratic campaigns are to be enlivened by what promises to be straight-out advertising efforts—directed along the usual channels, so far as classes of mediums are concerned, but more properly ordered, it is believed, than has been the case with any previous political advertising. Plans for the Republican advertising are a trifle further advanced than those of the Democrats, but neither party has gone far enough to divulge many of the details.

The plan of the Republicans was originated by William Wrigley, Jr., the chewing-gum man, and the advertising will be handled through the Lord & Thomas agency of Chicago. It will involve the use of posters, newspaper and magazine space and will aim to reach every voter in the country.

Mr. Wrigley went to Marion, Ohio, last week and submitted the plan to Senator Harding, who Ok'd it with slight changes in copy. A twelve-word slogan was adopted. Mr. Wrigley was willing to give this to PRINTERS' INK in confidence but would not consent to its publication in this week's issue of the paper because there is some doubt whether the entire story will be available for release that soon.

Scott Bone, publicity director of the Republican National Committee, who will have nominal charge of the campaign, will use some preliminary advertising to tell of its scope. The public will be thoroughly informed as to what will be attempted in a publicity way.

The presidential advertising campaign of the Democrats is to be handled by the Richard A. Foley Advertising Agency, Inc., of Philadelphia, with Lee Hood in charge. Assurance is given that the party's candidates will be advertised and merchandised on as definite and thorough a plan as is

applied to a big commercial enterprise. Most of the details of the plan, however, will not be divulged until after Governor Cox makes his formal speech of acceptance.

## Wage Information to Get Telephone Operators

"Salaries grow like turnips" is the eye-catching headline of the Michigan State Telephone Company, of Detroit, for a display help-wanted advertisement. The copy is somewhat out of the ordinary, in that it states explicitly just what telephone operators will earn. Thirty dollars will be paid during the two weeks of instruction.

"Then you are given bigger pay," the advertisement continues, "and are sent to one of our 16 Central Telephone Offices. There is one near your home. You can earn \$75 the first month and \$85 the second month.

"After that your salary will keep right on growing for months, the increases coming regularly and automatically a few months apart.

"But growing salaries are not all we offer you. We have hundreds of executive positions in our 16 offices paying from \$25 to \$40 a week and you have many opportunities for training for and promotion to such positions."

## More Wrapping Paper Advertising Urged

All wrapping paper should carry a message to the home of the buyer, the Rice Stix Co., wholesale dry goods house of St. Louis, has advised its customers. "In order to get wrapping paper," this company said, "it may be necessary for you to cut down on your direct advertising. By getting your message into the home on every package you send out, you may collect on what you may have lost through the elimination of direct advertising."

## Six-Day Newspaper Bill in France

Newspaper dispatches from Paris state that a six-day newspaper bill has been introduced in the Chamber of Deputies, which if enacted, would prohibit the printing or delivery of newspapers from 6 A. M. Sunday until 6 A. M. Monday. Penalties for violation would be payable into the treasury of the newspapermen's union.

## J. J. Allen With Redfield Agency

J. J. Allen, formerly with the McGraw-Hill Co., Inc., New York, has joined the Redfield Advertising Agency, New York, as assistant production manager. Lester Salzman, formerly with the Bush Advertising Service, New York, has also joined the staff of this agency.

# Advertising Finds Ready Market for New Household Accessory

How the Knapé & Vogt Company Is Building a Permanent Business at an Auspicious Time

ONE of the thrilling business episodes of the past few years is found in the way wide-awake manufacturers have discovered rich lodes of possibilities in the rapidly shifting events of the times and turned them to financial account. Each social and economic movement has spelled opportunity for someone with a vision keen enough to foresee its effect. That there are so many of these new trends springing up, almost over-night, is merely another proof that this is the age of limitless opportunity.

Take the recent determination to save clothing—"make the old suit do." Such a movement is bound to have far-reaching consequences. Its effects have been felt in such a distant business as the manufacture of clothes hangers. And here is how one company—the Knapé & Vogt Manufacturing Company, of Grand Rapids, Michigan, maker of the Knapé & Vogt Garment Care System—cashied in on the turn of events.

All departments of home building have made tremendous progress since the days of our forefathers on this continent. The kitchen has been organized for efficiency; the bathroom planned to afford the utmost convenience. From cellar to garret, every room in the house has been developed to seeming perfection.

There is one part of the house, however, which has been neglected. Our clothes closets are relics of centuries ago. Formerly pegs were driven around the walls on which the early settlers hung their clothing. We, to-day, hang garments against the wall on hooks which are merely the primitive pegs in changed form. That the hooks have been segregated in rooms called "closets" does not alter the situation. The modern city apartment

is apt to have the garment-hanging equipment of the log cabin.

For years the Knapé & Vogt company manufactured a line of garment hangers and carriers for clothing stores. They are an advancement over the customary clothes hanger. Consistent trade journal advertising had developed a large trade in this field. But such a market has its limitations. The company realized this and looked with longing eyes for a wider distribution. The manufacture of a garment hanging system for the home did not differ very widely from that used in the store. It was merely a duplicate on a smaller scale.

## ALL SORTS OF REASONS FOR ADVERTISING

Then came the time of excessive clothing costs. Wearing apparel was treated with more attention to increase its length of wear. Another factor enters here. In these days of high costs of building every foot of floor space in the home must be carefully considered. The large, old-fashioned clothes closet is wasteful of space. Architects were anxious to reduce this waste and at the same time lower, to some extent, construction costs.

Naturally this all had great significance to the company. "We have studied the problem from various angles," said E. J. Vogt, president. "We had in mind the high cost of clothes, of floor space, etc., and the need of better care of clothes as a means to economy; also the reduction of floor space that was wasted in the old-style closet. Even the saving in pressing bills was not overlooked. Everything established this as the logical moment to create a nation-wide consciousness of clothes closets. So we got busy in the latter part of 1919

# The Evening Star.

WASHINGTON, D. C., MONDAY, FEBRUARY 15, 1920—TWENTY-ONE PAGES

**USE DENIES "THREAT"  
IDENT TO QUIT EUROPE;  
ERS OPPOSE HIS PROGRAM**

**Wilson Note  
Disapp  
as to,**

**Carry on**

**PAY RECLASSIFIERS  
URGE EFFICIENCY  
PLAN FOR CLEANS**

**INTERN EX-KAISER,  
ALLIES NOW ASK  
TO BE FILLED THIS  
WEEK, IS INTIMATED**

**LANSMING'S PLACE  
TO BE FILLED THIS  
WEEK, IS INTIMATED**

**SENATOR JONES  
TO RETAIN SEAT**

**Substitute for Meant While  
vile World Russell L.  
member to Future D. C.**

## Start From Washington

THE more closely you study the possibilities for nationalizing the sale of your product, the more prominently Washington looms up as the city in which to take the initiative—and that brings you to The Star as the ONE and ONLY medium necessary to win the National Capital, with its great national population.

Maybe there are some things about commercial Washington that would be helpful to you. Our Statistical Department will be glad to cooperate.

# The Evening Star.

WITH TWENTY-ONE PAGES

WASHINGTON, D. C.

Write us direct or through our

New York Office  
Dan A. Carroll  
Tribune Building

Chicago Office  
J. E. Lutz  
First Nat. Bank Building



## The Hand-clasp of *Thanks* for His Patronage

**A**LL the courtesies your customer has shown you—all that his business has meant to you—may be heartily acknowledged thru an OLSON Christmas or New Year's Card. Fine, friendly sentiments they carry, clearly in tone with the best spirit of Industry in 1920. And art designs that are true to the simplicity, directness and sincerity of business relations today.

Such cards as these can well reflect the higher levels of prosperity, of success, of institutional rank which you wish to convey in your Greeting Cards this year. They impress upon your customer that you care enough about him to do your utmost in remembering and thanking him, thru the medium of engraved cards of so rich a quality that he almost feels *your* debtor!

The cards are offered in 25 different designs, each design the nucleus of an individualized card to be developed to suit *your* business. Your trade-mark or other distinctive device will be worked in handsomely with the design chosen.

*Sample-box containing the 25 designs will be sent without obligation to concerns requesting it on their business letterhead.*

There's an Olson line of Personal Greeting Cards, too—steel-etched hand-colored cards. If interested in the Personal Cards, please specify in your letter, so we may tell you about them.

### EUGENE A. OLSON COMPANY

*Manufacturers of Engraved Business Cards  
Stationery and Greeting Cards*

HARTFORD, CONNECTICUT

to develop an advertising campaign that would do the trick."

Investigation disclosed an unusual number of copy angles. Primarily the campaign is of an educational nature. People have to be educated up to the idea of

### Are You Content with Seventeenth Century Closets in Your Home?



THE closets of the professedly modern American home are a relic of the Seventeenth Century, when the only known means of hanging clothing was on hooks or pegs. It is no longer necessary to entrust fine attire to the mercy of primitive hooks that destroy their chapeliness and beauty. There is a better way. Install the

### KNAPE & VOGT Garment Care System



This system puts your closets in order and makes your wardrobe accessible. In new buildings the installation of this system makes it possible to plan smaller closets that will hold more garments and keep them better. The saving in space amounts to at least \$500 in a \$10,000 house. Ask your architect.

This system of garment care modernizes closets in old or new homes, apartment houses, hotels, clubs, lodges, etc. Garments are made to all sizes from 12 to 60 inches in length. The cost ranges from \$2.50 to \$5.00 for lengths that fit closets in most homes.

On sale at hardware and department stores. If not immediately observable at yours, write us giving closet dimensions and we will see that you are supplied.

**KNAPE & VOGT MFG. CO.**  
GRAND RAPIDS, MICHIGAN

New York, 122 Grand St. Chicago, 122 Wabash Ave.  
St. Louis, 122 Grand St. Boston, 122 State St.  
San Francisco, 122 Grand St.

THE TIME WAS RIGHT FOR ADVERTISING  
THIS HOUSEHOLD CONVENIENCE

having a modern clothes closet. This the copy is designed to accomplish by talks of the following nature:

"The Only Room That Is Not Modern," is the headline of one

advertisement having an illustration of the old-fashioned clothes closet, which goes on to say: "In the great majority of homes supposed to be modern in all respects the family is putting up with old-fashioned closets—repositories of wearing apparel that are increasingly expensive. Fine garments are piled on hooks, one over the other. Their lines and freshness are being destroyed through this poor method of care. Modernize your closets by installing," etc.

Other advertisements emphasize the money value of the saving in space obtained through the installment of the System, which can amount to as much as \$500 in a \$10,000 house. The sanitary feature of the device is also emphasized, for with the Knap & Vogt Garment Care System the entire wardrobe can be pulled out into the room into the light and air.

Of course an important part of the campaign is that designed to influence the architect. The best time to settle the closet question is when the building is being planned. Space is being used in a number of the architectural and building trade journals. Here actual floor plans are illustrated showing just how space can be saved through the use of the Knap & Vogt System.

Speaking of results, Mr. Vogt says, "It was a big task of development in many ways. But results have made it worth while. We are flooded with orders—all we can handle with constantly increasing production facilities. What we did was to find an overlooked opportunity, recognize it as such and cash in on it through advertising."

Right here Mr. Vogt brings out the main feature of capitalizing to the fullest extent stray opportunities. Usually they are fleeting trends, here one minute and gone the next. Quick action is necessary to derive benefit from them. Speed is the essential feature. Which is really merely another way of saying that advertising is required to prevent them from slipping from one's grasp.



# Farm Thrift—Its Significance to Advertisers

Farmers Buy to Get Ahead, and Their Increased Wealth Has Vastly Expanded the Market

A MAN recently remarked of a certain great Western farming State, that it had "four automobiles to every bathroom." People laughed, and the joke was repeated.

It was clever, but, nevertheless, was loaded with a malicious inference.

It suggested that farmers of this great State spent their money on automobiles instead of plumbing fixtures because they preferred a joy ride to a bath. It hinted that these farmers would rather make a social splash than a splash in a white-enameled tub of water.

It is a fact that the disproportion between automobiles and bathrooms has fundamental significance to advertisers in the farm field. This significance, however, is vastly otherwise than that elements of selfish pleasure make automobiles more popular than bathrooms. Not selfish reasons of personal pleasure, but business reasons, considerations of thrift, of getting ahead, of stretching the labor supply, of doing the maximum amount of farm business—these things have made automobiles numerous and bathrooms as yet relative scarce in this Western farming State, as they have also in many other States.

There is nothing more certain at this time than that advertising in the farm field will tremendously increase. It is well, therefore, to get straight certain basic facts concerning the agricultural class. A belief is current that the American farmer of 1920 is a changed being from his brother of 1900. His prosperity has greatly increased. His buying power has changed. His business has become more highly developed and complicated, breeding new needs.

In respect to certain inalienable

traits of character, however, traits of fundamental significance to advertisers, the American farmer is still the American farmer, unchanged from one generation to another. One of these traits in itself makes the influence of the bathroom-automobile jest untrue. It is thrift. Why farmers the world over are characteristically thrifty cannot be expressed in one statement. There are undoubtedly several reasons why the occupation grinds thrift into the very being of its followers. Necessity has been one. From antiquity the tiller of the soil has had the lesson of the lean years, and learned to prepare against them.

Lean years once were caused by drought and scourges, and they often implied hunger and famine. As civilization progressed and agriculture developed they were the result of an additional factor, unfavorable market conditions, and were not associated so much with hunger as with ruined hopes and "hard times." In both cases the same force existed to create the habit of foresight and forehandedness in farm character. Foresight and forehandedness are farm characteristics the world over.

Something about contact with the earth is involved, too. Agriculture is primitive, and it has primitive associations.

## THRIFT IN HIS BUSINESS

Another reason suggests itself. Farming is a business, a business in which husband, wife and children are all participants. The home, as well as the barn and the fields and pastures, is a unit in what is essentially a plant and a business.

The very important consequence is that the farmer gets the attitude toward his affairs of the business man. Right here a sharp distinction is drawn between the

*Items for the Socratic space-buyer's note book\**



## If you had two heads

If you had four eyes and two heads and four arms, you might be able to read two different pages in *two different* magazines at once.

But we are not so constructed and must be contented with reading one magazine at a time.

Thus, you wipe out completely any visual advantages claimed for the "flat" page over the standard 224-line page.

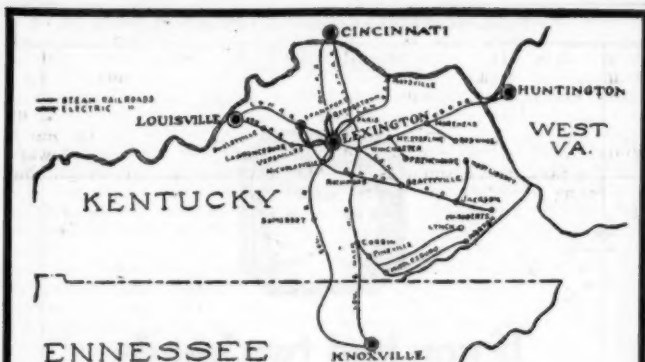
A page taken by itself—and that is the only way a magazine page is ever read—is a page whether it is  $5\frac{1}{2}$  by 8 or 10 by 14. Its area is not subject to comparison except with pages in the same publication.

The 224-line page has the advantage of being convenient to the reader; it fits the eye; it has every advantage of display; it provides maximum value at a lower unit cost; and it conserves paper.

The Seven Standard Magazines using the standard 224-line page are Munsey's, The Review of Reviews, World's Work, Atlantic Monthly, Scribner's, Harper's, and Century.

# MUNSEY'S

*\*It is said of Socrates that his reason was stronger than his instinct.*



## Wonderful Railroad Distribution For Food Campaigns

More than a million and a quarter luxury loving Southerners buy through Lexington, a live-wire jobbing center of 45,000 progressive people, with a wonderful distribution system absolutely covering Eastern Kentucky. In this great market for food products

## THE LEXINGTON HERALD

is the only morning paper. Its advertising dominates Lexington and appeals to all the wealth of the Blue Grass and Eastern Kentucky. For more detailed information concerning this market for your product, write the Lexington Herald's Service Department, or address

JOHN M. BRANHAM CO., Foreign Representatives  
Chicago New York St. Louis Detroit Atlanta Kansas City



mass of town consumers and farm consumers. As a business man, the farmer learns how to work toward ends. If certain normal instincts and habits conflict with business ends, such as the development of a profitable farm business and the accumulation of capital, there is strong likelihood that the farmer will suppress the interfering emotions or desires. He'd like to gratify them, but he possesses the perspective to see their relation to large accomplishment, and, perhaps more important, the disposition and will-power to ignore them.

This condition operates strikingly and significantly among farmers in connection with a human characteristic which always has and always will mean much to advertisers—the desire for social approval.

#### SOCIAL APPROVAL A DIMINISHING INFLUENCE

Craving for the favorable regard of other members of society is innate in every normal person, and farmers are not immune to it. However, the desire for social approval, and a mental inability to draw away from it, determine its relation to the larger things of life, and partially or wholly withstand it, are characteristic much more of town and city consumers than of farmers. Among town consumers this desire probably more than any other is responsible for the very narrow margin between income and outgo.

Broadly speaking, the farther you get back from the congested population of cities and the nearer you get to the solitary life, this desire diminishes in its influence on standards of living and appearance.

This is not to say that it is not present still, or that it no longer stimulates. It does, but to a much lesser degree. The explanation probably lies in the degree of contact with society. In the case of the city consumer, this contact is close and practically constant. He meets many, sees many. Society presses in on him, stimulating almost without surcease that part of his nature which demands

the favorable opinion of others. If he does that which he feels does not have social approval, close contact with society subjects him to constant mental discomfort.

Some humans can stand up under this, resist a natural desire, and work, for example, toward the accumulation of wealth, but most cannot.

As one moves away from cities, contact with society becomes less and less oppressive. It grows easier and easier to be individual. Among farmers the degree of contact is always low because of the size of farms, limiting the number of neighbors and their proximity, remoteness from town, and the essential features of the occupation. Thus, to begin with, the farmer finds it easier to be sensible, practical.

In combination with these facts, strongly conducive to thrift, comes the business attitude which the farmer naturally adopts as a consequence of his occupation, and his habit of suppressing a desire for pleasure in the endeavor to get ahead. Farmers always have done this, and always will, irrespective of race, products raised, or environment. It is interestingly observed in new regions where there is a very rapid increase in spending power.

They will live in the first shacks, or cabins, or sod-huts, long after it would be possible for them to finance a "real" home. As wealth increases, they keep standard of living and expenditures at a safe distance behind. They build the new barn before the new house, and acquire more land before the mortgage on the home place is fully paid—all to "get ahead."

Maybe at the same time, too, they will have an automobile—and no bathroom.

#### WHY AUTOMOBILES ARE NUMEROUS

No one who has lived among farmers needs confirmation of the fact that the automobile is primarily a business car. It is a business car in the same sense that the democrat wagon which it has supplanted in so many places was a utility vehicle. The uses to

which the American farmer puts his automobile, many of them most unorthodox, are almost limitless.

A survey made of an Ohio county by a leading tire company showed that fully fifty per cent of farm automobile owners considered the automobile an absolute necessity in their farm business. Forty per cent of the remainder regarded their cars as fifty per cent utility, fifty per cent pleasure propositions, but all declared they would not have bought the car for pleasure alone.

The automobile, extensively owned by farmers, is a tribute, instead, to the farmer's thrifty instincts, just as the absence of bathrooms is. The latter has been something "to go without" in order that he could "get ahead."

Basing advertising to farmers on a desire for pleasure when an appeal to thrift can be used is, speaking in general terms, making a mistake of judgment. On this point there is a strong suspicion that the automobile has never been so cleverly advertised to the farmer as it might have been. The great drift into farm use of the automobile was led by thrifty farmers who determined for themselves the favorable relation of the auto to the farm business. Advertising might have, but didn't, educate them to its utility value. They figured it out for themselves.

Intimate understanding of farm character by advertisers has led to clever use of the thrift appeal in selling a product which, to the outsider, offered better advertising material in its features of pleasure and comfort. The number of electric light plants which have been sold on the basis of other farm work the power equipment would perform is enormous. In pure pleasure, there can be no doubt that the delight of electric light, associated with the hours of relaxation and pleasure, would be greater than the appeal of power for the feed-grinder.

Yet light-plant advertising which talked only of electric lighting would be weak and ineffective, selling few outfits com-

pared with what present advertising does sell. Delco advertising strongly emphasizes the power features; uses again and again the argument that the plant pays for itself by the work that it does; publishes testimonials concerning the utility features. Electric light ultimately will be common on farms, but utility aspects of the lighting outfit, particularly the power uses, will have put it there, not a gratified farm desire for an appreciated attribute of city life.

The appeal of the thrift instinct is reinforced by the obvious merits of the electric light system as a source of pleasure and satisfaction.

There seems imminent among farmers considerable expansion in water systems; in fact, they seem next in line after electric light, pipeless furnaces and power washers. Here, as with electric light, the obvious appeal would seem to be to the farm family's desire for comfort and convenience.

No farmwife ever toted a water bucket but she dreamed of the joy of running water in the house. The windmill and pump are ancient institutions, yet farm running water is still frequently not found in whole neighborhoods. Farm thrift has intervened to keep down the number of running-water systems and bathrooms, not the cost of installation or lack of appreciation of the convenience. Hereditarily the farmer would not appraise high its virtues of convenience; he could see use for the capital which would tangibly help to increase farm profits. He grouped running water not among necessities in the farm business, but in that list of things he would have in his day of independence. It was something to work toward.

It is interesting to note that one of the modern water systems, the National Non-Storage, manufactured by the National Utilities Corporation of Milwaukee, makes use of the combination appeal, thrift being placed first, and the comfort and satisfaction of the article brought in not so much as a reason for buying the outfit as one of the results of having it.

The U. S. census for 1920 says there are 40,592 families in Omaha (not including Council Bluffs, Iowa).

The average paid circulation of the World-Herald in Omaha for the first 6 months of 1920 was

Daily . . . . 34,135

Sunday . . . 30,558

This shows an 84% distribution on week days, and 75% on Sundays.

The latest available report on all three Omaha papers is for the year 1919—and this report shows the average paid circulations of the three papers *in Omaha*, in 1919, as follows:

	DAILY	SUNDAY
World-Herald .	31,308	27,649
Daily News . . .	25,703	19,822
Bee . . . . .	19,436	16,594

The World-Herald's total paid circulation for the first 6 months of 1920 was 82,075 daily and 74,039 Sunday. The largest in Nebraska.

## The Omaha World-Herald

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

H. DOORLY

Business

Manager

## Restaurant *and* Cafeteria Equipment

Six million dollars is being expended this year to remodel the club houses of an organization that has over 1,000,000 members. Fourteen million dollars is being expended in the purchase of new equipment.

Over 30,000,000 meals are served annually in Y. M. C. A. restaurants and cafeterias. New equipment is constantly being installed. Here is a field for your product that is worth cultivating. Get your share of this business.

Write "Association Men" the official organ of the Y. M. C. A. for full details for the effective way to reach this big field.

**Our service to advertisers insures  
unusual results—Ask about it.**

347 Madison Avenue  
New York City  
New York

Western Office  
19 So. La Salle Street  
Chicago, Ill.



One advertisement used that established fact in dairy husbandry, the superior milk yield attending when the herd gets plenty of the right sort of water.

#### A PRINCIPLE IN DAIRY HUSBANDRY

"You can make this test and absolutely convince yourself," the advertisement suggested. "Just keep a careful record of the feed, the milk yield and butter fat for one of your herd for the first part of a week. Then fasten a pail within easy reach of the cow and have your boy or girl fill this pail with pure, even-temperated water, *right from the depth of the well*, every hour Saturday and Sunday.

"Be sure that no stored or stale water is left in the pail when filling. Then weigh the milk and test the butter fat for these days. Even this two-day test will show you an increase in quantity of milk and butter fat yield.

"The National Non-Storage Fresh Water System often increases milk yields from two to ten pounds per cow per day. Because of this, it has helped many champions to make records. It not only gives you pure, fresh, not stored or stale, water for the barn, but for the bathroom, the kitchen, or wherever you wish. Saves labor, too.

"No pumphouse, no stored or stale water, no freezing."

The writer is informed by A. F. Siebert, general sales manager, that the company's salesmen, interviewing farmers, invariably show how the running water system will increase profits. Other things besides increased milk flow can be mentioned, of course, and are—notably time saved—but particularly with farmers who keep cows the idea of greater milk production simply from supplied water is right now a strong appeal. Milk at current prices is worth a lot of money even before it has left the farm.

An appeal to the thrift instinct finds the farmer by nature ready to respond, and it never was so effective as at present, because the farmer has much more capital.

Running water in the house can be advertised without reference to the barn by showing how it saves the housewife's strength and time for farm activities of a profit-making nature. It creates a home environment more attractive to farm help and keeps the children at home longer. It gives the farmwife time to can more and to care for a larger flock of poultry; makes it easier to obtain a girl for housework. These things have a business appeal which did not exist formerly because of the great jump in the value of farm labor—including the farmwife's time. The same fundamental condition which in the barn and field constantly throws more work upon machines also applies within the farm home.

There has come a vast improvement in the economic position of the farmer. He has much more money. He can lead a fuller life, and still satisfy the desire to get ahead. This implies a much increased consumption of merchandise.

But he is a farmer still, and everlastingly thrifty. He is going to remain sensible, practical. He will not buy for the joy of spending money, with a desire to ape the rich, in an effort to "keep up appearances," or to make a splash before the neighbors. Inalienable traits of farm character prevent such acts becoming typical of the mass of farmers. As a fuller life develops on farms, and such is now in process, it will be characterized by sanity and moderation.

As regards the manufacturer of a labor saver, perhaps the most important facts are the better average financial situation of farmers, and their willingness, certainly much greater than formerly and a result of changing times, to invest capital in appliances as a means to better farm profits. The disposition of the farmer to adopt somewhat the attitude of the manufacturer toward investment in modern equipment is vastly of significance to advertisers, a favorable condition, the importance of which can hardly be overestimated.

# Advertising Will Put Health on the Map

No Other Agency So Effective in Reforming Time-Worn Methods of Living and Eating

By Carl Easton Williams

OF course you have noticed of late that no matter where you turn you bump into the health idea in some form or other.

Well, how come?

Has it occurred to you to take note to what extent advertising has played a part in putting health on the map? For advertising not only sells goods, but new ideas, new methods of living and new standards of living. Let us look around a bit and see how it works out.

For instance, we have with us to-day nothing less than a revolution in the matter of home life, beginning with the housekeeping end of it, that is giving our women a chance for real health. The disappearance of that ancient institution, the household servant, created a domestic problem which is now being solved in a practical way. And fortunately this solution has not only taken care of the problem of the woman who used to have servants, but it has also come to the rescue of the woman who could not afford them and never did have them. It is giving her a chance to live. By taking the drudgery out of housework the present general use of housekeeping machinery has reacted upon all our standards of home life, for it gives woman a chance to be a human being, a companion and a person of culture instead of a mere slave.

And how has this revolution come about? That's easy. Through the advertising of washing machines, dishwashers, ironing machines, oil mops, fireless cookers, suction cleaners and no end of other electrical machinery. The housekeeper no longer gets rid of the dust by putting it in her lungs!

During the war the equipment of every man in the British Army

included a tooth-brush—a very pretty, cute little brush, as Tommy thought. And very useful, too. Tommy used it for polishing the buttons on his uniform, for getting into the corners when he cleaned his rifle and other convenient purposes. The Yanks were supplied with the same kind of a brush, but curiously they used the thing for cleaning their teeth. Why the difference?

It is true that Teacher, way back in their school days, told those young Yanks that their teeth should be brushed, but we know how easy it is to forget the things told us in school. The thing that has "put over" the tooth brush as an American habit has been the persistent advertising of tooth pastes and better brushes. Thirty years ago the representative American was on none too intimate terms with this interesting little brush, but now when he goes out for even a week-end visit or an over-night trip, the first thing and sometimes the only thing that he takes with him is his tooth brush.

## ADVERTISING WILL PRESERVE THE WORLD'S TEETH

Dentists still say—I don't know on what authority—that 75 per cent of us do not brush our teeth. Of course we know that we Americans carry around hundreds of millions of bad teeth, and no longer carry around the hundreds of millions of others that are missing. We know that the condition of the teeth of our school children is still alarming enough. But even at that, the boys in the American Army were millions of teeth ahead of those in the British Army.

And what's the outlook? Continued advertising will add mil-



EVERY MEMBER EVERY WEEK

## That's Youth's Companion Power

Providing for every member of a big family of five and doing it every week in the year is just the ideal combination of matter and moment that gets a solid, sustained and perfectly distributed hold on the family.

*The advertiser does not need to be told what power this may place in his hands.*

—  
**THE YOUTH'S COMPANION, For All the Family**  
Boston, Massachusetts

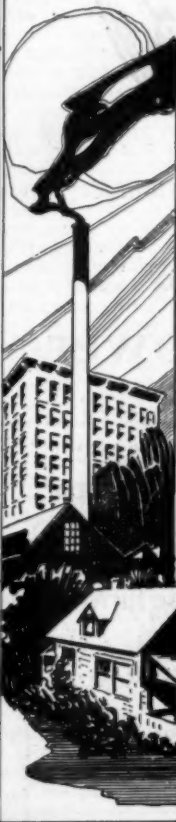
New York Office: 1701 Flatiron Building

Chicago Office: 122 So. Michigan Boulevard

# National Builder

*For the Contractor. For the Architect. For the Builder.*

## Sky Scraper Factory Cottage



NATIONAL BUILDER readers design and build structures of all kinds—from the towering skyscraper down the line to the little cottage.

While some Contractors, Architects and Builders specialize on certain kinds of work, the great majority build various types—homes, small houses, large residences, store buildings, etc.

These Contractors, Architects and Builders find NATIONAL BUILDER a valuable guide and help—a paper of real service—a source of practical aid and information on homes and houses.

**TRADEPRESS  
PUBLISHING  
CORPORATION**

542 So. Dearborn St.  
Chicago, Ill.

lions of good teeth to American jaws. In view of the fact that not one person in a thousand now uses dental floss, has it occurred to you that this fact is in perfect accord with the other significant fact that dental floss is not now advertised by any manufacturer, at least to any appreciable extent? But remember what I am telling you: Ten years from now people will be using silk dental floss just as universally as tooth brushes to keep their teeth clean—"in the spaces between, where the trouble begins." Or words to that effect.

And that is how advertising—commercial, business-building, money-making advertising—will accomplish more for the health improvement of the nation than straight educational propaganda.

The mention of teeth brings us to another directly related subject—nutrition. Most of us do not realize that the condition of the teeth is affected not only by mouth hygiene but, even more important, by the kind of blood supplied them, and the kind of food that this blood is made of. But some day, as the result of advertising along certain lines, every mother's son will know, whether he ever went to college or not, that the human body cannot build healthy teeth without the necessary elements any more than one can make glass without sand. The problem is not so simple as keeping the teeth clean. First, you've got to grow them. A diet of too greatly refined foods means tooth starvation. That's what's wrong with our children's teeth.

#### THE HEALTHFULNESS OF WHOLE WHEAT AND UNCOATED RICE

Now, just as soon as the makers of whole wheat flour and whole wheat bread get under way with a campaign of advertising as extensive and persistent as that which has put "the whitest of white flour" on the map, the tide will turn in favor of whole wheat bread, and particularly so where the diet of children is concerned. People will get acquainted with that rich, nutty flavor of good whole wheat bread, whereas now half the people you meet do not

know what real whole wheat bread tastes like. Advertising will teach them that here is the real, original "staff of life" that will not only stick to your ribs but will build strong ribs and what is inside of them.

Of course a beautifully polished and "varnished" (coated) rice will keep longer than the natural, unpolished article, which is light brown, and not half so pretty as the clean looking, pearly, polished rice. Commercially speaking, keeping qualities may be advantageous. Unfortunately, however, the doctored rice has little taste as a food, while the natural rice has its own flavor and is a genuine "rib sticker." You can buy natural rice now if you insist on having it and shop long enough, but the public is not as yet sold on it. Some day a big rice merchant, or perhaps an association of growers, with penetration enough to distinguish between milk and water, or between steel and pig iron, will go to the people with the facts about rice, telling them how the polished article as an exclusive diet quickly produces beri-beri—sort of a Japanese name for neuritis or scurvy—in either pigeons or people, while natural rice quickly cures it. (These are not "food theories"—you can prove them in your own body, in three weeks' time, or with your own pigeons or chickens.) But most of all, people will learn that the plain, natural rice, without trimmings, is palatable and tasty. And just to educate the public on this food fact—through advertising—will sell them on natural rice. I am convinced that improvement in our national dietary can be and will be accomplished in no other way.

Let us see what has already been accomplished. Twenty years ago dyspepsia was near the top of the list of popular diseases. But we hear very little of it now. That's funny! Where's the why? Well, for one thing, we used to eat the old-fashioned "big breakfast." We didn't need the food of a lumber-jack, but we used to try to eat it just the same. Here's your old-fashioned Ameri-

can breakfast: Oatmeal (partly cooked), pork chops or ham and eggs (or both), fried potatoes, pancakes, bread and butter, coffee, to which may sometimes be added cheese, jam, marmalade, pickles or what not. Sausage on Sunday. They are still serving that old American breakfast in some hotels in country towns, though no grown-up person tries to eat it.

What do we eat for breakfast now?

We start the day easy-like, as a train starts. Orange or grapefruit, followed by a cereal, whole wheat in daintily toasted crumbs or shreds, toasted whole corn flakes or perhaps, if we need it, an attractively prepared form of bran crumbs. Sometimes *really cooked* oatmeal. In any case, it is an honest cereal made of the entire grain, real blood-building, nerve-building, bone-building food, but not too much of it. And coffee. N' that's all.

And why this easy breakfast? Because advertising has educated us. If we still eat bacon occasionally for breakfast, as on Sunday, it is partly because it is advertised, but we are as likely, or more likely, to eat it at lunch or dinner.

Speaking of coffee. Many of us to-day indulge in a cereal coffee or a real coffee with the kick taken out of it. And you know how we learned to drink these. The co-operative coffee campaign will presumably eventually tell how to brew coffee. "Learn how to make it right." Here is knowledge, simple as it is, needed in almost every home. One who knows how, can make a fairly drinkable beverage out of any old cheap coffee. But a poor cook can spoil the product of the best coffee in the world. American women spoil upwards of fifty million cups of coffee every morning. The advertiser who teaches them how to brew their coffee properly, "how to make your drink of coffee taste the way a pound of newly-ground coffee smells, so you can really 'drink the aroma'—oh, boy!" will perform a national service, for he

will not only make it possible for us to enjoy those fifty to one hundred million cups, but also, because the coffee is rightly made, he will prevent it from doing us so much harm.

How effectively and quickly advertising works when selling an honest blood-making, nerve-feeding article of diet, at the same time educating the public in food values.

Instances: Take honey, raisins, oranges, lemons. We used to eat these things because we liked them. Now, through extensive advertising, we have learned that they are good for us, and because we know this we cultivate them and consume ten times as much of each. We learn that honey is healthful and digestible, not producing the unfriendly reactions in the human body that follow the use of refined sugar in any quantity. But more, we learn that honey has a heavenly flavor possessed by nothing else that's sweet.

We learn that raisins have unusual food value, being liberally provided with iron and the other organic mineral salts so necessary in preserving the chemical balance of the body, and that we should eat dates and raisins instead of candy. Thousands, yes, millions of persons, never knew that raisins possess high food value until they were so taught by the advertising campaign of the California Raisin Growers' Association.

#### ADVERTISING FOUND MOST EFFECTIVE

We have believed in oranges for a long time (indispensable for babies), but now we are learning the great value of lemons. We are being taught, through the advertising of California fruit growers, to ask for "real lemonade." In time we will all know that a lemon is about the best scurvy cure in the world, and that for the same reason its regular use will serve as a preventive of any number of other ills which are made possible only because of an unbalanced body chemistry.

As for the ideal of purity in



—Made in Springfield, Mass.—  
**Carter's KNIT Underwear**



For 50 years The William Carter Company have been manufacturing knit underwear, starting with the hand loom, now operating 353 power knitting machines, turning out over (6,000,000) six million garments per year, selling direct to the retail trade.



Carter's underwear is noted for its beautiful crochet finish, excellent fit and fine quality. Factories in Springfield and Needham, Mass.

## SPRINGFIELD

One of the greatest industrial centers in Massachusetts and *third* city in the state in population.

*Cover Springfield and its rich suburban territory with The*

## Springfield Republican and The Daily News

Circulation over  
**50,000**

*Largest Circulation in Massachusetts Outside of Boston*

**Kelly-Smith Co.,**

Foreign

Representatives

Marbridge Bldg., New York

Lytton Bldg., Chicago





## "This Return-Card Idea is a Winner"

"Perforated right into a corner of the broadside! Why, that's so inviting that an examination of the broadside doesn't seem complete until you tear off the card and mail it."

A POST CARD perforated into the corner of a direct mail piece has been proven unusually efficient. Besides, it cuts the cost of an extra run for separate cards.

When Foldwell is used, perforated cards do not damage the broadside for Foldwell resists cracking even when punctured with holes.

Its long strong fibres make Foldwell an unusually good paper for this use. Even under the strain of double mailing it will preserve the freshness and effectiveness of your literature. Foldwell Coated Papers are made in Book, Cover and Writing. Send for our booklet "Illustrating the Sales Letter."

CHICAGO PAPER CO., Manufacturers  
820 S. WELLS ST. CHICAGO, ILL.

Nationally Distributed

**FOLDWELL** COATED WRITING  
COATED COVER  
COATED BOOK

food, this will be "put over" by advertising alone. It is solely a matter of selling the public on purity. The public has gone on buying any old kind of food that has been offered it, adulterated, embalmed, poisoned or unclean. Reformers and propagandists, while perhaps showing the way, have really accomplished comparatively little. Take preserved foods, for instance. Food manufacturers and canners used to feed us tons of chemical and poisonous preservatives every year. Yes, we are still eating too much of them. Dr. Wiley's efforts made some impression on the situation, but not enough. But now the National Canners' Association is carrying on an extensive advertising campaign that will in time get the public so thoroughly sold on purity and quality in canned goods that both consumer and retailer will demand and will buy only that which measures up to the highest standards. Some manufacturers have set for themselves standards that the law does not require. They are elevating the standards of public taste. And thus advertising accomplishes what the law cannot.

When we stop to consider we find that what the public eats is determined not altogether by what it chooses, but in part by what is offered it, that which is available. Consumption is largely controlled by the forces of manufacturing and merchandising—and advertising. Wherefore a great responsibility rests upon the shoulders of those engaged in manufacturing and merchandising. They must not only sell, but they must sell the right thing. And they must educate.

Only through advertising will we learn about the kinds of milk that are safe. Only through advertising will be learn to ask for dried fruits prepared without sulphur.

We undoubtedly eat too much white sugar, and thereby tax our livers. White sugar is a pure, concentrated carbohydrate. The original cane sap is rich in iron, lime, potassium, phosphorus and

## Keeping Up With The Times

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### A FACT A DAY

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The **TIMES** is the only Washington daily newspaper that sells for 3 cents.

Its readers proved their willingness to pay a little more for something a great deal better.

**The Washington Times**

WASHINGTON, D. C.

*The largest selling  
quality pencil in  
the world*

# VENUS PENCILS

**NO** other pencil compares with the superb **VENUS**. Excels all in smooth, satiny writing and drawing qualities. Everlastingly good, firm and durable.

17 degrees of softness and hardness 6B to 9H

B's Indicating Softness  
H's Indicating Hardness

6B or 5B for copywriting or art work

3B or 2B for stenographic work

HB or F for general writing

H or 2H for ledger work

	Per doz.
Plain Ends . . .	\$1.00
Rubber Ends . . .	\$1.20

*At stationers and stores  
throughout the world.*

**American  
Lead Pencil Co.**

205 Fifth Ave.  
New York

*and London, Eng.*



other organic mineral salts, but all are eliminated in the process of refinement. That's why brown sugar, like maple sugar, is better as well as more "tasty" than the white. But white sugar was, a generation ago, advertised as the only clean sugar, and the brown was practically scratched from the list of American table foods. A good, natural cane sugar, nutritious and tasty, could be put back on our tables through the same agency, and in no other way.

## THE COMING CONFECTION

In the candy business, various manufacturers are making a feature of the ideal of purity. Others, including the biggest, feature "standardized" products. Of course the very idea of standardization will mean continuously better quality and greater purity until reaching par.

Some day a man with an idea will advertise his blood-building or "vitamine" candy, presenting a list of confections that practically constitute a health diet. He will make candies with honey, real maple sugar and natural cane sugar, containing all the original mineral salts, in combination with nuts and fruits. And through his advertising the public will in time acquire a sort of dietetic conscience in relation to confections that will make the consumer unwilling to eat a candy that is not nutritious and health building and at the same time sweet and attractive. A box of such candy would take the place of a meal. I believe that some such candies are now being made. Only the advertising campaign is lacking.

The general use of rubber heels is an example of putting over an idea as well as selling goods. Of course there are still some people who do not wear rubber heels on city pavements, just as there are some folks who do not use screens on their windows in summer. But, in the main, we are all sold on the cushion heel. The idea is "save your nerves." And thousands of people have doubtless gained their best conception of the

## The Religious Press is different

and well may Civilization say, "thank God for the Religious Press."

Whatever its faith, whatever its denomination, whether interdenominational or undenominational, the Religious Press, as a class, always and invariably, is 100% clean, 100% loyal, 100% true to its ideals, and, therefore 100% efficient in its mission.

## The Religious Press

is the oracle of the Church, even as the Clergy is the oracle of God, and its constituency represents the nearest approach to 100% good citizenship of any on earth. And what a lost market the Religious Press represents for any product not found in its advertising columns.

*For information address the Secretary,  
The Religious Press Department,  
A. A. C. of W.,  
47 East 25th Street, New York City*



We have said that it is the Floing policy of intelligent direction which makes the work of our artists interpret the thoughts and aims of a business.

By direction, we mean far more than a thorough understanding of both academic and commercial art, and a larger acquaintance with artists and their works.

We mean an understanding of advertising, and of the relations between agency and advertiser.

We mean knowledge of how the reader reacts to certain kinds of pictures, as applied to certain businesses.

We mean practical working knowledge of the processes of reproduction, and how to use them most effectively.

We mean, in short, the application to all our work of sound knowledge gained through years of experience, both inside and outside of agency organizations.

**WILFRED O. FLOING COMPANY**

*1316 Garland Building*  
**CHICAGO**

meaning of fatigue and its relation to personal efficiency through reading rubber-heel advertising.

#### FOOTWEAR REFORM AND ADVERTISING

In the same way, the health shoe is taking an ever stronger hold on the American foot. It is true that space writers occasionally tell the story of the harm done by fashionable shoes, as they have been doing for hundreds of years, with little effect. And the U. S. Army shoe has taught a lesson to thousands of young men, those ready to learn. But the man who actually makes a sensible shoe and advertises it, is the fellow who is doing most toward making it a national institution. Even among women, not so many are standing by, as well as on, their high heels.

Of course, too often the sensible shoe, like "sensible dress," is sloppy and unrepresentable in appearance. Yet recent styles have shown that women's dress can be hygienic and at the same time stylish. So can the right kind of a shoe. Some day before long we will find ourselves, in spite of ourselves, reading the story of "Feminine Beauty" (Boots, Oxfords, Pumps)—The 'Dressy' Shoe for the Natural Foot—Fashion Made Sensible and More Beautiful—Dainty and Feminine, Yet Anatomical—You Can Now Walk All Day in Your Dress Shoes Without Having Sore Feet or Outraged Nerves." Will women buy that "Feminine Beauty" shoe? Why, I think I've seen about a million of them wearing flat heels already this year, the shoes not always dressy, but some very neat and pretty. Many women have already reached a state of mind wherein they will no longer pinch their feet any more than they will pinch their waists. Quite likely there are shoes made right now that either fulfill or approach the above specifications of a *stylish* sensible shoe. Some are advertised, too, but not enough.

Reference to the passing of the pinched waist brings us to the question, "When is a corset

## In America's 4th Largest City

**WITH** The Detroit News you can thoroughly cover at one cost America's Fourth Largest City both week days and Sunday. Varying portions of the population may read other papers, but the whole public reads The News. Where other papers are bought as a secondary choice, The News is habitually bought as a necessity. Therein lies your unique opportunity in Detroit through The News.

**118% More Week Day City  
Circulation Than Near-  
est Competitor**

**74% More Sunday City  
Circulation Than Only  
Sunday Competitor**

**Largest Total Circulation  
Daily or Sunday in  
Michigan**



## SHOPS BANKS HOTELS THEATRES

These are the principal users of the sea newspaper's advertising columns. But national advertisers are there too. You will find in each issue, for example, Poland Water and Underwood typewriter. . . . There is only one way to reach the people who come to New York by the sea.

## Ocean Wireless News

The Newspaper  
of the  
Sea

Carries conviction to people of means when they are in purchasing mood.

Published daily on ships at sea sailing between ports in the U. S., Canada, Cuba, Porto Rico, Bermuda, Mexico, Panama and South America.

**Wireless Press, Inc.**  
326 Broadway New York

Also Publish:  
**THE WIRELESS AGE**

not a corset?" Have you recently stopped to think of that? Your corset manufacturer now not only supplies a comfortable, elastic, make-believe corset, to meet the demand, but he teaches you what to demand in a corset by showing you pictures of a girl doing calisthenics, and especially the favorite bending exercises, while wearing one of his. Of all things! This sordid, commercial women-wrecker is teaching health! Meanwhile we note that one can scarcely tell whether the healthy woman of to-day is wearing a corset or not, for she uses it as a convenience in dress and not to shape her body or brace it up.

Perhaps you feel like saying, just now, that woman's dress can easily be hygienic these days because there is so little of it. Well, that's among the reasons why it is healthful. But we men-folks also have a better ventilated skin than we used to, thanks to our beeevee underwearer, our porous-mesh underwear even in winter and the increasing use of the Palm Beach and Mohair types of summer suits. And you know how we were sold on these. Of course women are and will be largely ruled by Fashion. But what makes fashion? I have a large, fat hunch that advertising and selling have more to do with it than some of us imagine.

### REMOVAL TO SUBURBS HASTENED BY ADVERTISING

In time we will escape from much eye-strain due to improper lighting because we will have been educated by men who are trying to sell goods and save our eyes at the same time. The movement away from city apartment life and toward suburban homes is being promoted not only by those who sell lots, lumber, brick and shingles, but by manufacturers of paint, linoleum, plumbing, rugs, furniture and goodness knows what. We are learning the blessings of outdoor sleeping and camp life in large part through advertising. Many of us would never have discovered that the one thing we wanted most in all the



# See these Advertising Zone Charts of the South

If you are advertising in Southern newspapers — are you *sure* you are doing it in the right papers?

We feel we have solved this rather perplexing problem for our advertisers who have Southern Distribution.

We have "zoned" the south, charted it, and prepared maps to show advertisers how they may accomplish the most for their Southern advertising appropriations.

Package Foods or any commodity for grocery store distribution will find this information very instructive.

It will not be sent by mail but we shall be glad to make an engagement for an interview with any manufacturer who may be interested. Write to us.

**Matteson Fogarty Jordan Co.**  
**Advertising**

140 North Dearborn Street, Chicago

Telephones Central 5820-3821



*"The secret of long driving is strength and the right application thereof by means of accurate, rapid timing"—Golfers' Magazine*

The ball also plays an important part in securing more distance.

### *The New U. S. Golf Balls*

have the resiliency and balance that make for distance and accuracy. They are made in different weights and sizes. Try them. Buy them from your pro or at your dealer's.



U. S. Royal  
\$1.00 each

U. S. Revere  
85c each

U. S. Floater  
65c each

*Keep your eye on the ball—be sure it's a U. S.*

## United States Rubber Company

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world was a motor boat had we not been "educated" to that effect. I could go on and add to the list, but will leave you to do that for yourself.

Speaking in a general way, the health idea is growing. All of the people are partly sold on it. Part of the people are all sold on it. The "keep-well" idea is spreading. People used to take illness for granted. Now getting sick is coming to be something to be ashamed of. A man with a cold does not look for sympathy. He feels more like crawling under the bed, because he would not like you to know that he has permitted himself to reach a physical condition that would make possible the development of a cold. The frail health of Archibald Doolittle, our dearly beloved Sunday-school superintendent, is no longer compatible without ideals of manhood. The football player looks more like a he-man to us. Nor have we so much sympathy as formerly with the pale-faced and delicate type of woman; certainly fainting on the least excitement is no longer considered a feminine virtue, as once it is said to have been. We like the woman who can play golf or tennis.

Speaking of golf and tennis, as a nation we have only begun to play them. Why? Partly because they are not advertised sufficiently. When golf paraphernalia advertisers really get started they will not only sell balls, but they will sell golf. And by selling golf they will sell more golf material. They are only now beginning to make up for their past negligence in this respect.

Truly, times are changing and our ideals of life are changing. We are still far from a thoroughly healthy nation. Much is yet to be done, but the one great essential is education. And how will we become educated? As it looks to the writer, it is chiefly advertising that will put health on the map.

The Emil Brisacher—Advertising Engineer, agency of San Francisco has changed its name to Emil Brisacher & Staff—Advertising Engineers.

## Georgia Proposes to Advertise Itself

A PLAN for the advertising of the entire State of Georgia has been submitted to Hugh M. Dorsey, of that State, and has been approved and adopted by the directors of the Georgia Association and the advertising clubs of Georgia.

The plan calls for the raising of \$300,000 for advertising the agricultural resources and the industrial and commercial possibilities of the State.

The campaign will probably start in January, 1921. It is planned to cover a period of three years.

The raising of the \$300,000 is expected to take not more than one month. The month of October will be devoted to the work of the actual raising of money.

The work of forming an organization has already been started. Headquarters for the organization will be maintained at the State Capitol Building, Atlanta.

The choosing of Atlanta as its 1921 convention city by the Associated Advertising Clubs of the World was an added incentive in undertaking this nation-wide campaign by the State of Georgia.

The Georgia Association, one of the organizations which have been back of this campaign, was organized in the sole interest of state-wide development and nation-wide publicity, is officered by citizens of every section and every important interest in the State.

Among the men who have met to discuss this proposed advertising campaign are: A. K. Sessions, president the Georgia Association; Charles B. Lewis, J. C. McAuliffe, Walter A. Seaman, Frank Lowenstein, D. W. Webb, president Atlanta Advertising Club; J. S. N. Davis, John D. Clarke, William B. Stillwell, A. O. Park, Fred E. Hamlin, representing the 1921 convention board, Advertising Clubs; F. H. Abbott, secretary the Georgia Association; George Lowman, Howard See and Press Huddleston.

# Fear of Competition Cured by Advertising

New Uses Result from Advertising, Entrenching the Product More Strongly

By Hugh E. Agnew

THERE is an occasional business, prosperous in a small way, that shuns publicity. Fear of provoking competition is so harrowing that even an order from a new customer sends a chill to the heart of the proprietor. The first thought is that his business is becoming so prominent that competition will surely develop in a short time.

Even to mention the names of such manufacturers here would be extreme cruelty, because publicity is so painful to them. One, whose name will be mercifully spared, lives in a small Michigan town.

His product is sold direct to wagon and carriage makers, although it might be handled profitably by hardware jobbers. It is composed of three parts, each of which is made on contract in a different city from which they are assembled. It has made a comfortable fortune for the owner, but has never developed more than a fraction of the market it might have attained. Although protected by patent, the owner lives in constant dread that if his product attracts too wide attention an imitation, perhaps an improvement, will be brought out that will ruin his business.

Another manufacturer of a hardware product, who has a near monopoly on the market of a widely used article, has never had the automatic machine on which it is made patented for fear of imitation. The product, which somewhat resembles a washer, is said to have been refused a patent for lack of novelty. His machine is kept on the top floor of a building in an unfrequented part of the city, and is reached only by a freight elevator. The office is in a distant part of the city, and

is unpretentious in the extreme. It is said that for years even his banker did not know the exact nature of this manufacturer's business. Like the other specialty referred to, no new or different use of this product has ever been developed.

Three years ago steel wool was in this class. It was sold as quietly and unostentatiously as possible. There was enough demand to keep the small factory busy, and no more was sought or desired. The business was prosperous in a modest way. Instead of centering attention on extending the market, the chief anxiety was to avoid publicity that might incite competition.

## BUSINESS SEEKS THE LIGHT

Three years ago, the American Steel Wool Mfg. Co. was sold to Steinhardt Brothers, who were thorough believers in advertising. Immediately the policy of the firm was changed from that of the greatest secrecy possible to the widest publicity that could be conservatively bought. The new owners knew that their product was capable of much wider use than as a scouring and polishing material for which it was then used. They also knew that only the outer rim of the possible market for those uses had been developed. Immediately the new owners arranged for advertising their product.

The story of how the volume of their business increased ten times in three years, and from a scouring and cleaning agent has developed into four distinct lines of use, and is widely stocked by four different lines of jobbers, will be interesting to the advertising dodgers, and may also furnish practical suggestions to others on

# "WHERE ARE MY RETAILERS?"

A NOTEWORTHY book\* which contains the concisely tabulated results of a comprehensive merchandising research in eighteen retail classifications in 3000 cities and towns from Maine to California.

And what is perhaps really more important to the large business executive, it also contains an expert analysis of the broad underlying economic factors which determine the retail outlets of any and every sort of product.

## The American Weekly.

A. J. KOBLER, Manager  
1834 Broadway, New York City  
W. J. Griswold, Western Representative  
Hearst Building, Chicago, Ill.

\* The price of the book is three dollars but a strictly limited number will be mailed free to executives who write for them personally, on official stationery.

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## Human-ness Is Preserved By Stubbs Offset Printing

Besides having technical advantages in reproducing most subjects, Stubbs Offset Method printing retains the atmosphere and enthusiasm that the artist puts into a drawing.

The humanness and natural-ness is preserved to tell your "story" as you like to have it told.

There is a distinct advantage and increased effectiveness in producing your direct advertising by the Stubbs Offset Method.

### THE STUBBS CO.

#### OFFSET PRINTERS

*Main Office and Works  
Detroit*

*Chicago Sales Office  
7420 Stayer Bldg.*

*Cleveland Sales Office  
771 Engineers Bldg.*



#### SPECIALISTS IN COLOR PRINTING

CATALOGS  
BOOKLETS  
BROADSIDES  
FOLDERS  
INSERTS  
STREET CAR CARDS  
HANGERS  
POSTERS  
DEALERS & FEATURE LETTERHEADS

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extending the use of the product.

Realizing that the large department stores of New York are visited every year by representatives of the leading stores from all over the country, besides a very large number of people, both in and out of the city who are classed as ultimate consumers, the president of the company himself went to a buyer for one of the largest stores and asked for a basement demonstration. The buyer was skeptical. He had no faith in steel wool. It had been on the market for several years, but the sales were still small—almost negligible in that store. With much persuasion two weeks' time was finally granted for demonstrating. If it did not make good in that time, it would be promptly discontinued—with the emphasis on *promptly*.

The skepticism of the buyer was more than matched by the confidence of the manufacturer. Modest space was taken in some of the women's magazines, the package was utilized as a selling medium by pictures and descriptions of new uses for the wool. Also a "dictionary" of uses was enclosed in each package. The demonstration was so successful that it still continues after nearly three years, and the space devoted to it has been greatly enlarged.

The idea of the manufacturers was first to extend the sale of steel wool for the purposes which it was then used. If it could be widely introduced into homes, there was a probability amounting almost to a certainty that the users would find new tasks for the wool to perform.

But new uses for the household, as discovered by the demonstrators in conversation with housekeepers, or from any other source, were added to the "dictionary of uses" which were enclosed in each package. The advertising copy also explained that there were five grades of steel wool, and the uses of each were enumerated in every piece of copy. The result was that an order for a household supply was frequently for three packages in-



## More Evidence of Reader Interest in "PUNCH"

NOT very long ago the News Committee of one of the best equipped and maintained suburban Public Libraries decided that all periodicals previously displayed upon the tables and freely accessible to the public should be withdrawn to an enclosure and obtained only on application.

A list of fifty-two Weeklies and Monthlies were chosen and were so withdrawn, specific application having to be made by readers for the use of a copy of any of them.

During the few weeks over which this arrangement was maintained 20,808 applications were made under this rule, and of the publications which were asked for at least once a day

**"PUNCH" headed the list being asked for 125 times more than the next on the list, and 1,000 times more than the last on the list.**

This fresh evidence of the wonderful Reader Interest in "PUNCH" will be welcome to advertisers who understand that it is because of the strong affection for, and great confidence in "PUNCH" that the advertisements in "PUNCH" bring such handsome and profitable returns.

Advertisers should remember that this Library demand, which extends throughout the world, gives their advertisements thousands and thousands more readers than are charged for; the advertising rates for "PUNCH" being based upon the Net Sales each week.

ROY V. SOMERVILLE

Advertisement Manager "Punch"  
10 Bouverie Street  
London, Eng.

"Punch" Office July 1, 1920



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## PERSONNEL INKLINGS

*offers to companies seeking men for important positions requiring ability and business or technical training—*

*a service that will locate the proper men whenever the need arises.*

Detailed reports of ability and experience are furnished for examination before interview.

As much of the preliminary negotiations as required are conducted by us.

A monthly bulletin is included—containing advertisements of available men, a copy of which will be sent on request.

The cost is on a flat yearly basis—less than required for the company to maintain any similar organization of its own.

This service comes into contact with many men who could not otherwise be reached.

**PERSONNEL INKLINGS,  
INC.**

340 Madison Avenue  
New York City

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stead of one, and the number and variety of uses about the home grew rapidly.

Demonstrating was effective. But while many thousands saw the demonstrations in the department stores during the year, that work needed supplementing. The most apparent way was sampling. But free samples are almost sure to be abused. Besides, giving away an amount sufficient to afford a fair trial, when postage was included, was a rather expensive way of advertising. So a sample package to be sold for fifteen cents was arranged and widely advertised in connection with the copy which was continued in the women's magazines. A condition of sending this sample was that the dealer's name be given from whom it should regularly be bought. Dealers were followed up, and in case they were unable to get it from their jobber, he was written a letter which called attention to the dealer's complaint.

In order that the right grade might be sent, the purpose for which it was to be used was asked, and that also was effective in keeping the factory in touch with new uses as they developed. With each sample package went a list of the uses of similar nature to which the wool had been successfully put, and pictures showing how it was used. The very number of these seems to stimulate efforts to find other uses not mentioned. Also a large number of uses are presented in picture form for window cards, and are distributed to dealers upon their request. This all reduces to a matter of routine in the office and requires almost no supervision, even to acknowledging the orders for sample packages and answering the questions that so frequently come with them.

The assumption that a wide variety of uses in a great number of homes would stimulate other uses has proved correct. The most striking example is that of Luther P. Weidline, experimental engineer for the Carnegie Steel Works of Ohio. He first made



### *Planning a Booklet About Construction Work*

**T**HE PAPER as well as the words of a booklet about construction work should suggest the *power* and *strength* of steel and stone.

Among the numberless Strathmore textures, weights and tints are several which express this character. For *every* business—for *your* business—whether your product is *RUGGED* or *Dainty*, *Simple* or *Luxurious*—there is a Strathmore Paper that says your say.

Write for our interesting new "Expressive Advertising" series of folders showing how to add the power of suggestion to the logic of words.

STRATHMORE PAPER COMPANY  
Milton, Mass., U. S. A.

# STRATHMORE EXPRESSIVE PAPERS

*Eventually***MUNSING  
WEAR**

# in the light of their experience

**Deere  
& Co.**

**I**N every profession, every science, every art, there are a few outstanding names.

**Valle****Toddler  
Tow**

You cannot think of cereals without thinking of "Cream of Wheat," of flour, and not remember "Eventually"; of underwear and not remember "Munsingwear."

**Twin City****Fitch**  
PERFUMERS  
CHEMISTS**CREAM  
WHEAT****PURITAN  
FLOUR**

The Bureau of Engraving, Inc., is unusually fortunate in having had the opportunity of aiding, practically from the very beginning, in the development of this advertising and in so doing obtained an experience which has proven invaluable in the development of Direct Advertising for other businesses.

**PALMER  
PHOTOPLAY  
CORR****ARMAND**  
TOILET PREPARATIONS

We have developed the science of long distance service to a fine art, and many have found this service immensely profitable. A letter will "start the ball rolling." Why not write it today?

**Barrington  
Hall****FEDERAL  
SCHOOLS**

Ask for the Bureau Lens

## BUREAU OF ENGRAVING, INC.

### ARTISTS - ENGRAVERS - PRINTERS

Producers of Catalogs, Folders,  
Color Posters, Booklets

MINNEAPOLIS, MINNESOTA

*Johnston**Johnston*

the acquaintance of steel wool in his own kitchen, and was impressed with an idea that it could be used as an absorbent over blast furnaces. In connection with F. C. Kling, chief mechanical engineer of the same company, a system has been worked out, and proved so successful that 25 per cent more is reclaimed from the escaping fumes than by any other process.

The amount of steel wool now used for this particular purpose is equivalent to the whole output of the factory a few years ago. The idea of buying wire from steel mills, shaving it into wool and selling it back to them at several times the price paid for the wire struck Melville G. Steinhart, president of the American Steel Wool Mfg. Co., as being incongruous, and an unsatisfactory basis for the development of an extensive branch of their business. So he suggested to the steel companies that they put in an equipment and make their own steel wool. The answer of the steel people was that they have enough things to manufacture now and do not care to take on another line that requires special machinery and the development of specially skilled employees.

Railroads, dairymen and creameries, meat packers and dry docks are among the very extensive users of steel wool. Also the United States Government and the Baldwin Locomotive Works have used large quantities, and the manufacturer does not know to what use they have put it.

Another use widely different from any anticipated by the manufacturer is for padding. Especially for the trouser pressers used by tailors is the steel wool in demand for padding, as it allows the steam to escape readily and without injuring the steel wool, as it can easily be treated so that it will not rust. There is also a demand for steel wool for cushions, and the manufacturers have been requested by the Ford Motor Company to furnish estimates on immense quantities. But the difficulty of getting the



## AKRON, OHIO

"America's Most Prosperous City"

**209,000**  
POPULATION

**SERVED BY**  
**ONE SUNDAY**  
**NEWSPAPER**

# THE **AKRON** **SUNDAY** **TIMES**

The **AKRON SUNDAY TIMES** offers a very unusual opportunity for advertisers to completely cover a rich territory at one cost.

It is read in practically every home in Akron.

Member of A. B. C.

Associated Press Service.

National Advertising Representatives

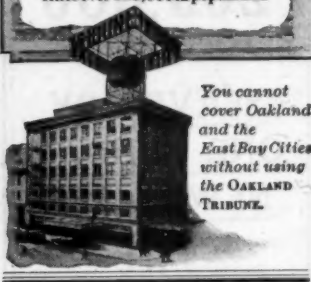
**Chas. H. Eddy Co.** New York  
Chicago  
Berlin

**Oakland Tribune HOME EDITION**

**Oakland, California**

A substantial city of home owners, located in a group of several municipalities on the mainland of San Francisco Bay, where city division lines are purely imaginary. (Population 350,000.)

Three recent investigations show that 52.6% of the homes here are owned by their occupants. This is the U. S. record for cities over 125,000 in population.



You cannot cover Oakland and the East Bay Cities without using the OAKLAND TRIBUNE.



## Knowing How Makes the Difference in Printing

Getting your advertising over is sometimes a matter of perfection in the execution of the printed matter you send out.

If it's color work, gold, embossing or steel die stamped work, you may have certainty of high quality to the last detail by making our plant a part of your service.

We know how to do the difficult things in a thoroughly craftsmanlike way, with results that will please you. Our prices are never excessive.

**L. Kehlmann Company**  
*Designing — Printing — Embossing*  
 239 West 28th St., New York City

special machines, training operators, and securing the steel wire set a limit to the growth of the business, so that offer could not be considered.

The next market to be sought is that of the farm. So far nothing has been done to increase the use in rural districts except what resulted from general advertising. Now farm papers will be used, and the many ways in which a farmer will find it a convenience will be told in picture and text.

Almost perfect distribution has been secured. Because of the wide use in removing old paint, polishing surfaces and smoothing first coats, the steel wool is handled by most of the paint and oil jobbers. As a kitchen supply it is stocked by the principal grocery jobbers. Being a steel product, and because hardware stores so often handle paint, the jobbing hardware men include steel wool in their regular stock. And finally the jobbers specializing in house furnishings find that they have so many calls they also make a place for steel wool.

Whenever a new campaign is planned all these jobbers for the whole country are "circularized with proofs of the advertisements and a list of the mediums in which they are to appear. Also literature is sent the jobbers which gives a very comprehensive idea of the wide use of the product.

So publicity has not hurt this firm. On the contrary, under the stimulus of consistent advertising it has grown so fast in the past three years that the appropriation for next year's advertising is two-thirds as much as the whole volume of business when it was conducted under the constant fear of competition. That harrowing dread has also passed, and competition is now rather sought than avoided. As everywhere, the better the product is known, and the more confidence the public has in the manufacturer because it knows his advertising and his goods, the more difficult it is for competition to break into the field.

# Use Mats— And Save Money

One of our customers who uses mats in the entire list of metropolitan dailies formerly used electros. He now uses

## O'FLAHERTY'S PEERLESS MATS



Why? Because at the present rate of electros he would be paying \$43.50—the mats cost him \$7.50. And he claims the work is every bit as good.

Our representative will call upon request.

**Made by O'FLAHERTY**  
225 West 39th St. New York.



## BUREAU OF CANADIAN INFORMATION

**T**HE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the complete Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor, transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

### DEPARTMENT OF COLONIZATION AND DEVELOPMENT

165 E. Ontario St.  
Chicago

335 Windsor Station  
Montreal

1870 Broadway  
New York

# Figures That Talk To the Space Buyer

Of total volume of general

## FOREIGN ADVERTISING

in Boston Sunday newspapers, the

# Boston Sunday Advertiser

### FIRST 6 MONTHS OF 1920

Carried .....	31.95%
2nd newspaper .....	26.11%
3rd newspaper .....	21.17%
4th newspaper .....	20.77%
	<u>100.00</u>

In general Foreign Advertising the Sunday Advertiser carried:

22% more lineage than the 2nd paper  
51% more lineage than the 3rd paper  
54% more lineage than the 4th paper

### Gains by classification:

*Auto .....	37%	*Financial .....	186%
Classified .....	11%	*Foreign .....	87%
		*Local Retail Store	62%

\*Greater percentage of gain than any other Boston Sunday newspaper.

Special weekly pages, such as "Business Review," "Industrial," etc., are not considered in compilation of above figures.

## BOSTON SUNDAY ADVERTISER

80 Summer Street  
Boston, Mass.

Western Representative  
**WM. H. WILSON**  
900 Hearst Bldg.  
Chicago, Ill.

Member  
of  
A. B. C.

Eastern Representative  
**M. D. HUNTON**  
1834 Broadway  
New York City



# The Difference Between Distribution and Sales

Big Sales, Widely Scattered Over Remote Districts, Will Wipe Out the Profits Made Nearer Home

By Richard Walsh

A FEW years ago a certain concern, making a line of food products, found itself in a peculiar situation.

Its total sales volume was very satisfactory. It had a good sales force which could and did go out and get the business. Many of the company's salesmen were stockholders in the company. On top of working hard to earn good commissions on their own sales, they were interested in dividends and the increased valuation of their stock.

At the same time, the product, which was highly competitive, had to be in line with prices of other brands. But the manufacturing end of the business was efficiently handled and there did not seem to be much opportunity for cutting costs. At any rate, manufacturing costs were favorable, compared with competing houses.

Still the fact remained that in spite of proper manufacturing costs and splendid volume of business, profits were not what they should be. In spite of the fact that every salesman was doing his utmost and getting big business, one thing or another kept net profits down lower than they ought to be.

Obviously, just getting more business was not the solution. Getting cheaper salesmen would not do the work. But not being satisfied to let it go on the way it was, the stockholders decided to study the situation to see what could be done.

First of all a map was drawn up, showing the entire territory in which the company sold goods. On the face of this map were drawn circles indicating the fifty-cent freight rate, the dollar freight rate, the dollar and a half freight rate and so on. Then the total volume of business was

broken down and classified by zones.

The result showed that over half of the total volume of business was done out in the dollar and a half zone and beyond. Inasmuch as the house paid the freight, this was a very heavy item. Obviously, if a larger volume of business could be developed in the fifty-cent and the dollar zones profits would climb.

This was a necessary move, inasmuch as the factory was running up to capacity and the profits were such that the ownership was not interested in building an additional plant.

As is often the case with manufacturing concerns, the business that comes from a distance was regarded as much more satisfactory. There is a glamor about getting business out of another firm's home territory. There is something interesting about developing new business at a great distance.

## WHY THE DISTANT FIELDS GAVE BETTER RETURNS

It so happened that most of the firm's best salesmen were on distant territories, while in many of the nearby territories weaker men were placed. This came about in the first place because of the assumption that it is safer to keep a new or weaker man close to the home office rather than send him out where he is far from headquarters. In this particular case this meant that the business in the costly freight zones was developed, while the nearby business was more or less neglected or undeveloped. It is also evident to any man who has handled a factory sales problem that those experienced salesmen got all the concessions for their own territories. When deliveries were behind, these men were able, by

constant clamoring to prove to the house that their trade, being in "enemy" territory, had to have exceptionally good service.

One item will illustrate. On this particular number, the freight charge in the first two zones averaged twenty cents. In the farther zones, it averaged nearer forty cents. That meant that the house made twenty cents more on every case sold in the first two zones than in farther zones. Inasmuch as the house sold about 25,000 cases of this item per year, it was easy to find a place to divert the business to get more profits.

With this one item as a starting point, and making use of reports showing the approximate amount of business done in a given territory by all houses as compared to what this particular house was doing, it was possible to prove, at least on paper, that the house could make from fifty to sixty thousand dollars greater net profits by simply diverting a larger part of its efforts from distant to home territory.

If the business at a distance can be had at a price which is in line with profits to be made, that is fine and laudable and shows healthy growth and development. But does it pay to sacrifice fine business near home for the sake of distant markets? Does it pay to overlook the business which might be had within a radius of fifty or a hundred miles from the factory for the sake of business a thousand miles away?

Very often it seems as though the business at a distance were more easily obtainable than orders right at home and it is true that many buyers seem to relish the idea of buying a line made at a distance. But in spite of this fact, the salesman offering a good line, made close to the dealer's place of business, has real talking points which will hold up long after the novelty of buying a line made at a distance wears off.

The dealer who gets his merchandise from a market near his place of business expects service which a factory at a distance cannot give him. And the sales-

man who emphasizes this over and over is bound to get his point across sooner or later.

#### TIGHTEN UP THE SERVICE END NEAR HOME

The case of a certain manufacturer comes to mind. He was operating in a territory covering a radius of about a hundred miles from his factory. One day a competitor with a plant some two hundred miles north of him sent salesmen into the territory to the south of the former concern. Its men took with them attractive prices and a line which was new. They got considerable business away from the former concern and the salesmen were inclined to become nervous and write in for some special prices with which to meet the new competition.

But the manufacturer had been through the same thing before. Instead of going into a visible conflict with the new comer or permitting the trade or even his own men to think he was being bothered, he merely tightened up his service. He saw to it that orders from merchants in that territory were filled with exceptional speed. He kept his salesmen going on schedule time but saw to it that every dealer was called on regularly. He told his men to sell at least some kind of an order to every dealer, if only for the purpose of showing the trade by comparison that his service was the better. He had one great underlying advantage, that of being able to get goods by freight to his southern territory a week sooner than the factory further north could do it in. And he knew that if he only kept the customers on his books, even though their orders ran smaller, he would sooner or later have a chance to demonstrate the value of his service.

And it did not take long to accomplish this. For a few times, the trade was inclined to buy from the new house. The new line promised well, it was attractively priced and contained new items the trade had not seen. And so orders came easily. But when dealers began

## "ASK ROY BARNHILL"

Don't grope your way through the maze of theories regarding **TRACTOR** and **FARM EQUIPMENT** Problems of Distribution.

Get the habit of "Asking Barnhill" for facts. Call up

### **ROY BARNHILL, Inc.**

Tel. Madison Sq. 5064

**23 East 26th Street  
NEW YORK CITY**

who will represent us in the future in Eastern Territory.

Get the benefit of Tangible Facts gleaned from our 34 years of close co-operation with Dealers, Distributors and Manufacturers of Tractors and other Farm Equipment.


Ask pointed, specific questions.



Charter Member Associated Business Papers, Inc.  
Individual Member, United States Chamber of Commerce

**ST. LOUIS, MO.**

"Headquarters for Tractor and Farm Equipment Facts"

HE three great Rivers  
of the North-East  
Coast of England ::

# THE TYNE, THE WEAR, THE TEES,

*Have never been busier than they  
are at present.*

**B**USY as they were during 1915, '16, '17, '18, and '19, they have outdone their previous big records by the immense developments which were made necessary to meet the demands of the world for shipping—both building and freightage—and the many other peace industries for which they are world-famed. New towns are springing up along their banks.

It is this particularly prosperous area—the North-East Coast—on which **"THE NORTHERN ECHO"** concentrates.

No publicity scheme intended to cover this area, or any portion of it, can be complete without the use of **"THE NORTHERN ECHO."**

It has the largest daily sale of any morning paper printed or published on the North-East Coast.

**GUARANTEED  
DAILY SALES  
80,000. . . .**



**RATES AND FACTS:  
THE NEWSPAPER HOUSE,  
169 & 170, FLEET STREET,  
LONDON, E.C. 4.**

to realize that it meant having goods in transit another week or maybe even longer, it realized the disadvantage. And when, with the novelty worn off, it became evident that the new line didn't really have any real superiority over the line made close at home, retailers began to lose interest and one after another they began increasing the orders going to the old house.

As we come into business conditions where more and more it is becoming again a buyers' market, the value of the close at home field becomes constantly more apparent. Competitive prices are becoming more and more a factor. Profits will not remain at just about any figure at which the producer wishes to set them. Wasteful methods of selling and making shipments are gradually being superseded.

A shrewd and careful manufacturer said recently: "I like to develop the home business first. It is true that often the hardest place to get a hearing is in your home town or state but if your merchandise is right and your service is right, the bulk of the evidence is in your favor. If you are as aggressive in your home territory as the other man is, or more so, there is no reason why you should not develop the volume of business to which you are entitled. The man at a distance is under the disadvantage which does not handicap you. The home market belongs to the man who will get it, but it must be patent on the face of it, that the home man, providing his service and what he has to offer are on a par with the more distant concerns, will get, in the end, the bulk of the business, and he can get it and hold it for much less money than is the case with the concern that comes in from a distance. The home manufacturer has a great opportunity which he is oftentimes inclined to ignore, but nevertheless, the best and most profitable business and the business which a house can most thoroughly deserve is the business done inside the lowest possible freight

## The Atlanta Journal

Atlanta, Ga.

Gibbs Preserving Company advertising, placed by Green-Lucas Co., occupies commanding space in The Atlanta Journal.

For eighteen consecutive months The Journal has carried over a million lines of advertising a month.

### Advertising in The Journal Sells the Goods

Somewhere, in New York City, or vicinity, is the advertising man we're looking for. This Company plans the extension of its advertising activities through an organization of *District Advertising Managers*. The first of these is now to be selected. His headquarters will be in New York and we prefer to consider, at this time, only Eastern men familiar with Eastern conditions. The man selected will work under the personal supervision of Tim Thrift, Advertising Manager. If you are interested in this opportunity, and if you have had sufficient experience to qualify as a well-informed advertising man who knows how to work with others in an organization, write us complete details and send your photograph. Those whose applications receive favorable consideration will be later interviewed in New York by Mr. Thrift. Address—in confidence if desired—

Advertising Department  
The American Multigraph Sales Co.  
E. 40th Street and Kelly Avenue, Cleveland, Ohio

## MR. ADVERTISER

### Read These Letters Carefully

Then turn to pages 114-115 in this issue of *Printers' Ink*

### WALES ADVERTISING CO.

General Advertising Agency

141 West 36th Street

New York, July 29, 1920.

Faulkner, Inc.,  
Washington, D. C.

Gentlemen:

We are just in receipt of a copy of the **SPACE BUYERS' REFERENCE LIBRARY**.

In looking over the specimen copy I was so impressed with it that I routed it thru our office for the attention of the executives and department heads.

Quite a number of ideas have been gotten out recently to facilitate the work in the space buying department, and we must say that this is the most comprehensive book containing data for space buyers that we have seen to date.

In fact, we have had to write direct to the publishers on several occasions for information contained in this book, which only reached us after a large expenditure and long delay.

We feel that the **SPACE BUYERS' REFERENCE LIBRARY** fills a long needed want in this business.

Yours very truly,

WALES ADVERTISING CO.,

J. J. VETZ, Business Manager.

### FIELD & FLINT CO.

Successors to

### Burt & Packard Co.

"Korrek Shape" Shoes

Brockton, Mass., July 29, 1920.

Mr. L. J. Faulkner,  
Faulkner, Inc.,  
Washington, D. C.

Dear Mr. Faulkner:

The **SPACE BUYERS' REFERENCE LIBRARY** is a most comprehensive compilation of facts and should be of vital interest to all who have national advertising and distribution problems to solve. I congratulate you upon the completeness and the thoroughness with which you have gone about supplying a need that has existed ever since advertising assumed national proportions.

After carefully examining the specimen volume submitted, I find that you have covered everything and I have no suggestions to make.

I am heartily glad you are receiving such favorable responses from advertising men and agencies throughout the country.

Yours very truly,

TROLAND CLEARE,

Advertising Manager.

## SPACE BUYERS' REFERENCE LIBRARY

Pages of dependable facts condensed into periods.

Read Announcement, Pages 114-115

THEN SEND FOR SAMPLE VOLUME

limit. Here we put our best men, our strongest advertising and our most persistent advertising effort."

Cultivating the home field first and covering it thoroughly is, it is true, somewhat prosaic, but in the end it is the business which is safest and most reliable and most profitable.

### Employees Help Armour Correct Misrepresentation

Armour and Company, Chicago, have an unusual plan of securing press clippings regarding the company. In a recent issue of their house-organ "The Armour Magazine," on a page of "Inspirational Talk" to employees, there appears the following item:

#### "Send in Clippings"

"Every employee of Armour and Company, wherever he or she may be located, reads the daily papers. Whenever you see anything of importance (not market reports) regarding the company or the packers, clip it out, mark the name of the publication and the date it appeared, and send it to the Publicity Bureau, Chicago.

"It is essential that an accurate check be kept of all public mention made of Armour and Company, so that if a misstatement is made it can be corrected. Do not consider a small item as too trivial, but send it along anyway. The co-operation of all employees in this manner will be invaluable in keeping the records complete and in aiding the work of building good will."

### Newsprint Production Increases

The total newsprint production of ninety leading mills of the country for the first six months of 1920 was 759,624 tons, according to a report of the Federal Trade Commission. During a similar period last year seventy-four mills produced 671,041 tons. The report said of this year's production that 597,090 tons was standard newsprint.

Stocks of standard print on hand at the mills June 30 amounted to 20,976 tons, as compared with 20,023 tons last year. Mill stocks of standard newsprint increased during June, although eleven machines in eight mills were partially idle during the month due to lack of labor, breakdowns, lack of coal and pulp shortage.

### Radoye Takes on New Duties for Haynes Co.

Gilbert U. Radoye, director of advertising of The Haynes Automobile Company, Kokomo, Ind., has been appointed to the additional position of director of sales promotion. The organization, supervision, and direction of an entirely new department called the sales promotion department will be undertaken immediately by Mr. Radoye.

---

# The NEW SUCCESS adopts A NEW SIZE

**I**N order to conserve paper and give our advertisers a larger circulation and a **lower advertising rate per page**, we have decided to change the size of THE NEW SUCCESS, Marden's Magazine, to the old standard magazine size, which is the same as that of Review of Reviews, Popular Mechanics, World's Work, Current Opinion, Harper's, Scribner's, etc.

¶ Effective with the October issue the size of the advertising type page will be  $5\frac{1}{2}" \times 8"$ . Instead of \$400.00 a page as previously announced, the rate will be only \$300.00 a page; \$150.00 a half page; \$75.00 a quarter page; \$1.40 a line.

¶ Guaranteed net paid circulation in excess of 100,000 copies monthly. Application for membership in Audit Bureau of Circulations accepted. Forms close 18th of second month preceding date of issue.

¶ In actual returns from keyed copy, figured on the basis of dollar for dollar spent, THE NEW SUCCESS will compare favorably with your best medium. When you want to add a new, live medium to your list, think of THE NEW SUCCESS.

## THE LOWREY-MARDEN CORPORATION

CHARLES H. DESGREY, Adv. Mgr.

1133 Broadway, New York, N. Y.

Phone: Chelsea 5110

*Western Representative:*

CHARLES H. SHATTUCK,  
Peoples Gas Building,  
Chicago, Ill.  
Harrison 7245.

*New England Representative:*

FRANK H. BURNS,  
Little Building,  
Boston, Mass.  
Beach 7125.

---



# Salt Lake Telegram

PUBLISHING

*Afternoon and  
Sunday Morning*

**Now the Big Newspaper of  
the Intermountain Country**

## TELEGRAM BUYS HERALD CIRCULATION

Closing a career of fifty years, the Salt Lake Herald ceased publication July 19, 1920, selling its circulation to the Salt Lake Evening Telegram.

The Telegram, co-incident with this expansion announces the issuance of a Sunday morning edition.

A member of the A. B. C. and served by the Associated Press, United Press and Universal Service, the Telegram is a flourishing, vigorously active newspaper. With the acquisition of the subscription list just purchased it becomes one of the most widely circulated papers in the West and an advertising medium of exceptional power.

A. L. FISH, General Manager.

**Verree and Conklin**  
*Eastern Representatives*  
New York Chicago Detroit

**R. J. Bidwell Co.**  
*Western Representatives*  
San Francisco

## Campaign to Lessen Auto Ac- cidents

**Safe Roads Federation of Massachusetts Will Use Printed Matter to Spread the Idea of the Need of Caution on the Part of Both Pedestrians and Automobile Drivers**

**A**N organized educational campaign has been started throughout Massachusetts in an effort to prevent accidents caused by reckless driving of automobiles. The work is directed by the Safe Roads Federation of Massachusetts, formed by representatives of civic, insurance and motor organizations who realize the great need of an organized effort to prevent so many accidents. This organization has the co-operation of the State Registrar of Motor Vehicles and the Commissioner of Public Works.

In outlining the plans of the campaign for the publicity committee, James T. Sullivan said: "The annual compilation of fatalities occurring from automobile accidents is appalling—and unnecessary if drivers will only use precaution and cut out speeding and reckless driving. Carefulness will safeguard the individual from accident, instead of putting him in imminent danger of sudden death. A man's car is his pleasure, yet his recklessness may prove fatal to someone else. Reckless driving can be avoided and we are going to make a strenuous effort to stop it.

"In the past the courts have been too lenient and usually a small fine releases the speeder. However, assured co-operation of the strictest enforcement of the law has been given by the court. Revoking of licenses will be the penalty for recklessness and is the backbone of the campaign. This power will be exercised vigorously and promptly by the State Registrars.

"It will be remembered how the railroads, several years ago, undertook to appeal to their own

## What Manufacturer, Banking Institution or Export Firm

is willing to invest at least \$10,000 per year in the services of a

## Real Export Executive?

Advertiser is an American of European extraction, 34 years of age, has had 15 years practical export experience, travelled extensively the United States, Europe and Latin America, speaks English, French, Spanish and German fluently.

At present and for past five years Export Executive of a 50 Million Dollar Manufacturing Corporation, whose export business he established from nothing to five Million Dollars per year, at an average of 500% yearly increase.

Ready to consider an opening in the United States or abroad.

Address "E. R.," Box 50, care of Printers' Ink.

## Free Lance Men and Women

Agency corporation wants to get in touch with experienced service men, and writers, who now are operating upon a free lance basis.

For men and women writers of the first class—specializing in the automobile, commercial car, motor accessory, motion picture, men's and women's wear, toilet goods, footwear, musical instrument, food product, tobacco, home and office equipment, factory equipment, and other lines of industry—there is production work here requiring the best talent available in America.

And, for work well done, we expect to pay a satisfactory price.

Beginners, and regular agency copy men, kindly save your time, and ours.

Thoroughly trained writers only may fill this very particular need.

Answer by letter to C. S., Box 82, care of Printers' Ink; or, for appointment, telephone Vanderbilt 9178.

employees the 'Safety First' policy. They received a response, both from the public and their employees which rapidly helped in diminishing the great number of accidents."

Publicity is to be used in various forms. Newspapers and magazines will carry the message of safe highways, together with words of caution. Stickers will be used extensively, placed along the highways and at dangerous crossings. Printed matter of diverse nature popularizing and teaching the principles of safe operation of motor vehicles and maintenance of safe highways will be distributed through as many channels as can be found.

There will be moving pictures showing "near accidents," paragraphs advising carefulness, teaching children in school to be careful and bulletins sent to fraternal organizations to post for their members.

Estimates place the yearly cost of the entire work of the Federation at \$15,000 for the first year, for the raising of which many offers have been already received from various sources.

In the campaign of education it will be brought out that if pedestrians in the country walk on the left of the road toward traffic they will meet vehicles coming toward them and can see and be seen. Also where drivers have cars with the nautical idea of red and green lights for port and starboard they will be told to change to white as the law provides, for everyone is not an ocean navigator.

"The people who persistently refuse to try to do anything to stem the glare will be appealed to first," said Mr. Sullivan, "and if that has no effect they will be stopped operating cars. The youngsters at the summer resorts who like to show off and think it 'smart' to drive at high speed, shooting in and out of traffic, will be taught a few lessons."

"In brief, the plan is to see if something along lines similar to those used in making the Fourth of July safe and sane cannot be worked out."

## Selden Motor Trucks



WHEN Selden distribution amounted to but a sprinkling of dealers in the New England States, and annual sales were expressed in terms of thousands of dollars, we undertook, at the invitation of Vice-President H. T. Boulden, the task of building dealer distribution and increasing consumer demand for Selden Trucks.

How well we have performed this task is evidenced by the difference in the range of Selden distribution and volume of sales then and now.

Today there is scarcely a desirable territory in the United States, or in many foreign countries, where Selden Trucks are not represented by the highest type of motor truck distributor. And annual sales today are expressed in the millions of dollars.

We consider it a distinction to have advertised Selden Trucks during this period of their phenomenal success.

THE ADVERTISING AGENCY OF

### C. HENRY MASON

ROCHESTER, N. Y., U. S. A.



# Nebraska's Rolling Acres of Wealth

## Over a Billion in Farm Products

The wealth produced on Nebraska farms this year will exceed any previous year in the state's history. The value of all products will undoubtedly exceed ONE BILLION DOLLARS—The greatest wealth production per farm of any state in the Union.

Nebraska presents a fertile field for advertising campaigns.

## THE LINCOLN STAR

with its 30,000 net paid non-duplicated circulation intensively covers the richest part of this great state. It covers its territory as no other Nebraska medium can cover it. The Star is dominant in its field.

The Lincoln Star each month carries thousands of inches of LOCAL ADVERTISING in excess of its competitor.

The Lincoln Star each month carries thousands of inches of FOREIGN ADVERTISING in excess of its competitor.

**Circulation over 30,000 net paid (last A. B. C.)**

**Rate 8c per line**

## THE LINCOLN STAR

**NEBRASKA'S BEST NEWSPAPER**

*Eastern Representatives:*  
BENJAMIN & KENTNOR CO.,  
225 Fifth Ave., New York.

*Western Representatives:*  
THE FORD-PARSONS CO.,  
930 Marquette Bldg., Chicago.

# An American Method of Expansion in Foreign Trade

The Purchase of Boot's Pure Drug Company, Ltd., of London, by the United Drug Company Gives American Company Two Bases for the Development of Its Foreign Business

IN purchasing the Boot's Pure Drug Company, Ltd., of England, with the chain of 627 drug stores operated by that company in Great Britain, the United Drug Company enters upon a larger development of foreign business, and brings its annual volume business to over \$100,000,000.

The Boot's company is a manufacturing concern holding four subsidiary concerns and operating a chain of drug stores known as Boot's Cash Chemists in every important community of England and Scotland. It manufactures a very large proportion of its merchandise, and even makes its own store fixtures. Next to the United Drug Company this is the largest manufacturing and retail drug company in the world. It was founded over forty years ago by Sir Jesse Boot.

A new \$50,000,000 corporation has been formed, known as Liggett's International Ltd., Inc., in which are consolidated the Boot's company, the United company's Canadian concerns—the United Drug Company, Ltd. and the Louis K. Liggett Company, Ltd.—and its direct branch in Great Britain.

"Our purpose in forming the new corporation," said J. N. Staples, Jr., vice-president and general manager of the United Drug Company, "was to provide a better vehicle for foreign expansion. The purchase of the Boot's concern gave us the opportunity to get into international business in a big way. While we have been established in England for several years and at present have over 1,100 Rexall agents, this new move puts us at least ten years ahead in our development. We expect further expansion in the future, although our plans at present contemplate only the opening of new stores and

agencies in Great Britain and an extension of this work to British colonies."

The Boot's company has been a very successful organization but under the new line-up it is expected that great advances will be made. Its stores are the most progressive chemists' shops, as they are called, in Great Britain. These shops have not, however, advanced far along the road of modern methods of merchandising as used by Liggett's here. The ordinary chemist's shop is looked upon in the same way that druggists were in this country thirty or forty years ago—as a place merely for the dispensing of drugs. The range of merchandise is therefore limited. For example, such shops do not carry candy, tobacco and cigars, nor do they have soda fountains. The Boot's chain has made considerable progress in the extension of lines. Many of the stores sell such things as leather goods, and even silverware. They have a large circulating library—the largest in England. Some of the stores have tearooms in conjunction with them.

## CHANGES WILL BE GUIDED BY LOCAL CONDITIONS

"We cannot say to what extent we are going to change these conditions," said Mr. Staples, "but we shall proceed cautiously, experimenting to find out what the British public wants. We know from our experience to-day that they will accept candy, because hundreds of our British Rexall agents through our influence are selling this merchandise; and unquestionably this will be one of the lines to go into the Boot's stores. To what extent they will accept the soda fountain only experiment will determine. We will find out as quickly as possible."

Intensive methods of merchandising such as are used in this country have not been in vogue in Great Britain. Turnover has been slow, and this will be one of the many objects of study with the new chain. The subject of turnover has been developed to a science by the Liggett organization; and close study of the public taste, elimination of slow moving lines, substitution of active merchandise, will help materially, as it has in other Liggett stores, in making profits from present volume greater.

"Another thing," said Mr. Staples, "upon which we have already started is the development of that co-operative, get-together spirit which has been brought about with our other organizations." As is well known, the United Drug Company stockholders (of whom there are now 10,000), have been very active in the matter of conventions, and as a result have developed a vast knowledge and enthusiasm for Rexall methods.

"It might seem that this sort of thing would not go well with the offish Britisher, but it is proved by conventions of our British agent stockholders which have been held in the past that when brought together they can generate as much enthusiasm as the most democratic American crowd. It is this which has been largely responsible for the 87 per cent increase in the English branch business since the war. By means of these conventions and conferences we shall develop organization spirit and keen interest in our methods and experiments. Undoubtedly this one fact alone will have a large influence on their future."

In the matter of advertising methods, it seems highly probable that progress will be made, "although in this, as in all other things," said Mr. Staples, "we shall proceed with caution, finding out by careful experimentation what the best methods are." The Boot's stores have been aggressive advertisers but their efforts have been somewhat spo-

radic. In this British business a great advertising opportunity is opened up. With a chain of stores and agents in every nook and cranny, what vistas of possibilities this fact opens up!

An interesting problem is presented in the fact of the new acquisition competing in many cases with the established Rexall agent. "In this," said Mr. Staples, "we shall proceed as we have in the past where the acquisition of other stores has brought us in competition with our own agents. The exclusiveness of a Rexall agency is inviolate. We are guided entirely by his wishes."

In Great Britain the new stores to be opened will be in the larger centers while among the smaller communities exclusive agencies will be placed as is the practice in this country.

#### FACTORIES WILL BE CONSOLIDATED

The present manufacturing facilities of the United Drug Company in England will be consolidated with the Boot's factories, which it is expected will result in manufacturing economies.

The organization of the new company does not mean that the United Drug Company will be barred from foreign trade, as this will be cultivated either by the United States or England, whichever is most economical. It really gives two bases for the development of foreign business. Extension among British colonies will, however, be carried forward mainly by Liggett's International.

The acquisition of the Boot's stores came about through a trip made by Mr. Liggett to the British Isles last March for the purpose of arranging for new manufacturing and to establish further retail stores. Owing to the difficulties of building, getting together machinery, etc., and beyond all else a good organization, he came to the conclusion that many years' time would be gained by acquiring a going concern. Consequently he came back with an option on all the ordinary (common) stock of the Boot's concern and the purchase resulted.



**Speaking of  
DISTINCTION—**

A small city daily carries

**More National Advertis-  
ing Than Any Other  
Daily Paper in Iowa!**

The

**Waterloo Evening Courier**

is the paper awarded this honor for the first six months of 1920, according to figures just published by The Advertising Age, of Chicago.

(Moreover, the volume of national advertising carried was even greater than in *any* Iowa paper publishing *seven* days a week, both daily and Sunday, with one exception.)

**Waterloo Evening Courier**

"Makes National Advertising Pay in Iowa"

## **\$1000.00 PRIZE FOR A PRODUCT TO MANUFACTURE**

A leading manufacturer of intricate and accurate stampings, screw machine work and mechanisms made therefrom will pay \$1000.00 to the person submitting plans for a product to be manufactured, if the product is adopted by the manufacturer.

Do not waste your time submitting plans for products which cannot be manufactured as mentioned above.

No product will be accepted for which the demand is less than \$500,000.00 per year.

We now manufacture such articles as electric table-lamps, typewriter parts, talking-machine motors and automobile accessories.

Address C. A., Box 19, care of Printers' Ink.

The United Drug Company will control the International corporation. Its officers are those of the affiliated interests. L. K. Liggett is chairman; George M. Gales, president of the L. K. Liggett Company (operating the U. S. retail stores), is president also of the International. Vice-presidents are: Sir Jesse Boot, chairman of the Boot's company; J. J. Allen, president of the Canadian Liggett Company; and J. N. Staples, Jr., vice-president and general manager of the United Drug Company (United States).

Total annual sales of Liggett's International at present amount to \$37,000,000. The Boot's stores alone have had an annual volume of over \$30,000,000. Approximately £900,000 was paid for the trade marks and good-will of the Boot's organization.

### Advertisers Summarize Six-Months' Business

The net income of the Willys-Overland Company and subsidiary companies for the six months ended June 30, after deducting charges and federal taxes, was \$6,622,758. The net earnings for the entire year 1919 were \$6,808,737.

The B. F. Goodrich Company reports net profits after all charges, but before providing for federal taxes, of approximately \$7,600,000 for the first six months of this year. This compares with \$7,700,000 in the same period of 1919.

Net sales of Montgomery Ward & Company for the first half of this year were \$53,113,007—a gain of 33.66 per cent. Profits during this period increased over those of last year by a ratio greater than the sales gain.

### To Advertise Royale Hair Nets

The A. W. Spitz Company, New York, has placed the advertising of Royale Hair Nets with the Arthur Rosenberg Co. Advertising and Printing Service, Inc., New York. The first year's advertising will be confined to trade papers and local newspaper campaigns in certain sections.

### Case Advertising Through McJunkin

All the advertising on the farm implements made by the J. I. Case Plow Works Company, Racine, Wis., and on the Wallis tractor has been placed in the hands of the McJunkin Advertising Company, Chicago.

## Sales Manager Wanted

by old established house manufacturing one of the best-known Nationally advertised furniture specialties in the world. (Sales over \$1,000,000.00 annually—with 20 salesmen.)

The man we want is fairly young; he has ginger and brains as well. He knows the value of National advertising and has been trained to sell it, as well as merchandise, to the retail dealer. He can take bright young men and train them to sell by proven methods. He can route them and guide them and build them into efficient salesmen.

All this, in addition to being able to learn our product and conduct a mail sales campaign, is necessary. Mail sales and securing dealer's co-operation with our advertising, under present sales manager, is the first job—then the sales managership when you are found worthy.

A young man experienced in training and handling salesmen for a Nationally advertised specialty can start at a reasonable salary and get a better one when he demonstrates his worth.

If you don't know how to "sell" the dealer on National advertising, you are not the man.

If you are actually qualified as outlined above, tell us about it and an interview will be arranged at your convenience.

Address B. R., Box 73, care of Printers' Ink.

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## Sales Manager

wanted by very large, fast growing, old established and well rated textile manufacturer with an international business founded on values, service and square dealing.

Requirements: Age 30-45. Employed at present. Spotless personal and business reputation. Knowledge of textiles desirable but not essential.

Good salary—Permanent position. Prompt and substantial recognition of accomplishment. A busy but pleasant environment. A large measure of authority and full opportunity for initiative and ability.

All replies handled personally by head of corporation and treated in strictest confidence. Letters returned if stamped envelope is enclosed. No reference consulted unless by written permission and only after interview.

Address "J. G.," Box 86, care of Printers' Ink.

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## A Declining Commodity Market

*(Continued from page 10)*

When, however, profits get narrower, or turn actually to losses, time will be profitably spent that goes to searching out and stopping up the leaks that let out pennies. As in all things, some men will be slow to see the need. Accustomed to big business done in a care-free, big way, they will sneer at penny pinching. That type may see the money run out as rapidly as it formerly flowed in.

The wastes which are really big in themselves are, of course, quite apparent and easily caught. The less obvious ones often, however, amount to considerable in the aggregate. The packing industry—while trite as an example—is truly one in which the profit would disappear if the most unpromising wastes—wastes which most of us consider garbage—were not scrupulously saved.

The waste of labor is a subject we have become tired hearing of and experiencing. Blamed usually upon the orneryness of the workman, it is often due to the lack of skill of the management. Be that as it may, signs are that men are beginning to nurse their jobs and give more for their day's pay. Three employers in a week have told me that for the first time in years they find queues of men waiting at the factory gates these mornings and that those inside the plant show a willingness to extend themselves.

None but the most shortsighted looks to the bread-line to cure labor unrest, but undoubtedly a measure of industrial depression will chasten the unruly and stimulate the man who is inclined to soldier.

The farseeing employer will make the most of this normal, healthy frame of mind by offering wage incentives which stimulate production, and so reduce costs. He will find them more readily accepted by the workman than they have been. But let us hope that the employer will not

# We Want to Buy a Trade Publication

We are desirous of getting in touch with publishers of trade and class publications, whether they be magazines or directories, who would be interested in selling their properties. It is highly desirable that we have complete information, regarding the publication, submitted at the start of the correspondence. This advertisement is published by a firm of the highest repute, that will guard very carefully the confidential information which must necessarily comprise part of any reply.

Address, **M. B., Box 84**  
**Printers' Ink**

# ANNOUNCING

the advent of a business journal devoted to the establishment of correct merchandising methods in the Tractor, Tractor-Drawn Implement, Power-Farming Field. This publication will be known as the

## FARM-POWER Merchandiser

**For Manufacturers, Distributors and Dealers**

**FRED M. LOOMIS** for over forty years connected with the Tractor and Implement Field—well known to Manufacturers, Dealers and Farmers—for several years past Tractor Editor of The Class Journal Company publications, MOTOR AGE, MOTOR WORLD and AUTOMOTIVE INDUSTRIES—is Directing-Editor of FARM-POWER MERCHANDISER.

**ALLEN SINSHEIMER** for five years one of the Editors on the staff of The Class Journal Company, publishers of MOTOR AGE, AUTOMOTIVE INDUSTRIES, MOTOR WORLD and the COMMERCIAL VEHICLE, and now Editor of PAPER, another publication owned by William B. Curtis, will act as Consulting-Editor of FARM-POWER MERCHANDISER.

**FRANK W. MAAS** formerly with POWER FARMING and later for several years representing the IMPLEMENT & TRACTOR TRADE JOURNAL, and now Vice-President of the Curtis Business Papers, Inc., is Western Manager of FARM-POWER MERCHANDISER, with offices in the Mallers Building, Chicago.

**ARTHUR J. McELHONE** for the past four years Special Service Representative and later Publicity Manager of The Class Journal Company (publishing AUTOMOTIVE INDUSTRIES, MOTOR AGE, MOTOR WORLD and five other magazines), is Business Manager of FARM-POWER MERCHANDISER.

*This publication will reach distributors and progressive dealers throughout the United States, and will be read from the start by the large number of those in the trade and industry who have been readers of Mr. Loomis' articles which have dealt with the Tractor Field in a way and with a knowledge not to be found elsewhere.*

FARM-POWER MERCHANDISER will be published by the  
**CURTIS BUSINESS PAPERS, Inc.**

*Publishers*

Farm-Power  
Merchandiser

Tractor and  
Implement Exporter

Farm-Light  
and Power

471 FOURTH AVENUE, NEW YORK

CHICAGO OFFICE: 1105 Mallers Building

Frank W. Maas, Western Manager

force his advantage; let him remember the chastening he has received in the past four years, and so while he has the upper hand lay a foundation of good will with his men.

So when prices decline, it is necessary to keep up a close grip on all phases of the business, in order to catch and stop the leaks—large and small—quickly. The manufacturer and the retailer, and every one in between, should have an accurate method of watching all phases and elements of costs, to use—not as a history of the business—but as the instrument board in a power plant which shows what is happening as it happens.

#### COST SYSTEM STUDY PAYS

Properly designed, the cost system can be made to show the day-to-day fluctuations in efficiency in each department. It can be made to give a profit and loss statement monthly by lines of product or by departments. With such information the executive can judge of the correctness of his policies, and if need be, change them in time to prevent serious loss. I know the president of one large concern who regularly takes his costs sheets home, and after an evening's study effectively turns bad shop practices out to air the next day. This man has discontinued making thirteen out of twenty-two lines he formerly thought profitable because he found they were really made at a loss. Two of the remaining nine he will sell only in large quantities, and two he will sell only in conjunction with orders for other more profitable items. He makes on a smaller total gross of sales four times the net profit he made before he became a cost fan. That is not unusual for the man who has a good cost system and who studies his figures intelligently. Accurate costs are the best guide in times of narrow profits.

While, as I have said, I do not prophesy a prolonged and severe business depression, any period of declining commodity prices is bound to bring more or less of

## Canadian Factory Site—

THE American Manufacturer who sees these two-fold advantages of a branch factory in Canada: (1) Avoidance of paying heavy taxes to be placed on American products exported to Canada; (2) Preferential treatment in export trade with all of the British Empire,

—and wants a Canadian Factory, can find the right site in Smith Falls, Ontario, midway between Montreal and Toronto.

Three or more acres of land, one half mile from the Canadian Pacific and Canadian National Railways' main lines, are offered on easy terms at an exceedingly low price—or in exchange for stock in the American Company.

Cheap and unlimited hydro-electric power—Navigable river—Good dairy section—Plenty of land for housing—Good labor conditions—Town authorities will make concessions—Spur sidings will be run if shipping warrants.

An agricultural implement factory and a malleable iron company have been at Smith Falls for some time. Want more details? Then write:

**HARWOOD McKIMM**

**Smith Falls, Canada**



## Is There a New York Manufacturer Who Requires An ADVERTISING MANAGER able to

- (1) give his consumer advertising efficient supervision
- (2) provide the plan and the material for making the dealer and his clerks salesmen instead of order-takers for the advertised goods
- (3) execute trade magazine and direct-mail campaigns which bring results
- (4) discover new uses and markets for his products
- (5) find the means for making his products more serviceable
- (6) co-ordinate his printed with his personal selling
- (7) sell the advertising campaign to his organization
- (8) give the advertising agency the fullest co-operation and, on the other hand, secure from it the utmost in service?

I am doing these things now for a leading national advertiser, and New York, to which circumstances compel me to return, is not so far away that I would not be glad to call in person if you are interested.

A. B., Box 83, care of Printers' Ink

## This Frog Has Grown As Large As He Can In A Small Puddle!

Yet it's a pleasant puddle, and many people advise him to "swim around" a while longer. But he has several good reasons for wanting to make "the jump."

- (1) A recently acquired wife.
- (2) The desire to work on accounts of national importance.
- (3) A realization of the opportunity for self development afforded through association with advertising executives of broader vision and greater accomplishment.

Eight years' experience as copywriter, layout man, visualizer, art buyer and point of contact. Now production manager for a small agency in a large Eastern city.  
Age 26. Present salary \$4400.

Address E. B., Box 80, care  
PRINTERS' INK.

an industrial depression. But they, like a "morning after," are not without value. They stimulate the business man to examine his business, to search out the extravagant, inefficient methods, and to stop the wastes.

Since orders are usually slacker and the plant not so active he is able to get away from the close attention to the details of getting production and give thought to the broader problems that he has neglected. And the lessened activity gives him time to install the better methods of control and production which his examination has shown are needed.

So a declining commodity market is not an unmixed curse. Without it wastes would go on and grow which might ultimately swamp the business. If the business man is quick to sense the change in market conditions and, what is less common, equally quick to throw in the reverse and meet the new conditions, he will find that financing his business is not difficult. "Go short of commodities and long of money" is the fundamental economic law for such times. Aside from this, all he has to do is to manage his business as he did six or seven years ago, if he remembers how he did it that long ago.

## Accessory Men Discuss Advertising Problems

The Advertising Managers Council of the Motor and Accessory Manufacturers Association held a two-day convention at Bedford, Pa., recently. One of the papers read was that by J. C. McQuiston, which discussed "Accessory Advertising as a Help in Selling the Complete Car." This paper showed the need for close co-operation between the passenger automobile and truck manufacturer on the one hand, and the parts and accessories manufacturers on the other, in making public the basic importance of the constituent units and equipment of the complete vehicle.

## H. E. Wade Is Advertising Manager

H. E. Wade, associate editor of *Adventure*, published by the Ridgway Publishing Company, New York, has been appointed advertising manager of the Whitlock Cordage Company, New York.

## Opening for Two Sales Executives

The Mennen Company of Newark, N. J., manufacturers of Talcums, Shaving Cream, Dentifrice, Kora-Konia, etc., is reorganizing and enlarging its executive sales staff. There are openings for two capable men who have had plenty of experience in actually selling merchandise and in the organization of sales work. This experience must be of the personal variety and not the kind that is acquired through reading about what others have done.

They must not be too old to adapt themselves quickly to new conditions and ideas; nor too young to have sound judgment and resourcefulness.

These men will have positions of authority and plenty of responsibility and the future of the positions depends solely upon the extent to which they are developed by the occupants.

The pay will be based upon the man's present demonstrated worth and will be automatically increased in accordance with his productive ability. This means that he will have to earn what he gets by hard, intelligent work, and we prefer only those who can earn an increased pay each year. A man who has not trained himself to get value out of every hour of his work won't satisfy the requirements.

Satisfactory references from present employers will be essential. Make application only by letter, giving full data. No advertising agency solicitations desired.

**THE MENNEN COMPANY**  
NEWARK, N.J. U.S.A.

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS

Founded 1888 by George F. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

Office: 185 MADISON AVENUE, New York  
City. Telephone 1346-743-9 Murray Hill.  
President and Secretary, J. I. ROMER. Vice-  
President, R. W. LAWRENCE. Treasurer,  
DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building,  
122 South Michigan Boulevard, KIRK TAYLOR,  
Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston,  
JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building,  
Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,  
A. D. MCKINNEY, Manager.

Pacific Coast Office: Examiner Bldg., San  
Francisco; 802 Tide Insurance Bldg., Los  
Angeles; 326 Post-Intelligencer Bldg., Seattle,  
Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto,  
A. J. DENNE, Manager.

London Office: Craven House, Kingsway,  
W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre,  
JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year.  
\$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra.  
Canadian Postage, one dollar.

Advertising rates: Page, \$100; half page, \$50;  
quarter page, \$25; one inch, minimum \$7.75.  
Classified 55 cents a line, Minimum order \$2.75.

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ROY DICKINSON, Associate Editor  
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Chicago: G. A. Nichols  
London: Thomas Russell

NEW YORK, AUGUST 5, 1920

## The Small Appropriation

"The small appropriation," said a prominent agency man the other day, "is coming back for more attention. A few years ago in the agency business ten and fifteen thousand dollar appropriations were welcomed with open arms. During the last year I have noticed a tendency to dodge them on the part of certain agency men and it hasn't always seemed good to me. I think you are going to see more and more attention paid to them in the near future."

It is undoubtedly true that as

we get out of the seller's market into the buyer's market again and the question of sales becomes more prominent than before, a reflex will be felt in the way the small appropriation is considered. For if advertising had never taken the small appropriation many of the dominating firms in industry to-day would still be small. And the small appropriation can do a whole lot for the manufacturer who only has a limited amount of money to spend. A prominent manufacturer stated recently that while the amount of money he planned to use was very small indeed, it meant a great deal to him at the time and he was not going to let it get away without a struggle. He first planned the line carefully and then planned the advertising with equal care. And then he did what had the most to do with making his little campaign a success: he read and reread his own advertising and made sure that the organization could back it up. He made strong claims and then made sure that his whole force was living up to each claim before the copy was run.

"Oftentimes," he says, "I have felt that even if nobody read our advertising, it would have paid. In fact, the copy was so small and appeared so infrequently that sometimes I wonder if one out of a thousand people who took the papers even saw our ads, but they paid us. Maybe the advertising paid indirectly. Maybe it paid most through the fact that we ourselves read every word of it and lived up to it."

The old adage of hitching your wagon to a star seems to be well borne out by this manufacturer's statement. It points out that it nobody in the world read the advertising but the organization itself, it would have paid, and there is a real thought back of this idea. The morale of a sales organization is a vital thing in the success of a campaign and too often even in the larger appropriations are not sufficiently considered. The small appropriation is coming back to its own and it will do a whole

lot of good in building up organization morale. The agent who keeps this fact in mind will have a new argument to offer to the manufacturer who is not going to spend a great deal of money, but has a really sincere idea to live up to every claim he makes.

### **Advertising and Excess Baggage Increases**

A buyer's desire to see a sample diminishes in proportion as the article is known to him through advertising. Increased advertising, therefore, offers itself as a practical method of reducing the number of samples that salesmen have to carry with them on the road.

This is important in view of the recent increase in the rates on excess baggage to 20 per cent over the present schedule.

Unquestionably salesmen's trunks make up a very considerable proportion of excess baggage traffic. For a number of years manufacturers have been giving serious attention to the problem of lightening the sample trunks of their salesmen. PRINTERS' INK has told the history of the movement and has described many of the economies that have been effected. Photographs have been substituted for actual samples to a large extent in several lines. The number of trunks carried by many salesmen has been reduced from 25 per cent to 50 per cent with no appreciable loss in sales efficiency. Indeed, the reduced quantity of excess baggage has resulted in increased sales in most recorded instances because of the ability of the salesmen to make quicker time from town to town and the lightening of the physical labor involved.

The proposed increase of 20 per cent on excess baggage will amount to more than half as much as is expected from the increase in passenger rates.

It will increase considerably the expense of traveling, thus adding to the cost of selling goods. It, therefore, behooves manufacturers to see if they cannot further tighten up their selling expenses.

Let them once again go over their samples for the purpose of working out still further economies in the quantity and variety of samples carried and the substitution of many of them by photograph.

But even more important than that is to bring advertising into play to the full extent of its possibilities to help salesmen make better use of their time and efforts. Advertising always lightens the selling burden. When the cost of traveling goes up, let advertising take the place of some of the unnecessary traveling your sales force has been doing in the past.

### **Farm Finances and Advertising**

Advertising men who have been made to realize how tremendously important is the farm, as the maker of new advertising accounts, should be interested in the present situation facing the farmer in regard to finance.

The agency man and representative have had proved to them time and time again that a farmer who turns out better cattle, pickles or honey than his neighbors can build up a national market and a national name through consistent, continuous advertising. In the same manner the great farm associations and groups of growers that have advertised co-operatively have added a great deal in revenue to the total advertising appropriations of the year. There would be more of such accounts if the farmers were better financed. All business expansion, of course, is first of all founded upon sound finance.

In the past the farmer has usually not been well financed. The proper credit facilities have not been offered to him as they have been to men in other lines of business often far less important to the welfare of the country. Those facilities that were open to him in most cases cost him entirely too much. The Federal Farm Loan Act, of course, has done a great deal to help the farmer get his financing on a

better basis. At the present time, however, action by a group of mortgage bankers has done a great deal to minimize the value of the Federal Act. Inspired propaganda against it and attempts to destroy its potency should be fought by publishers and advertising men whenever possible.

Surely the farmer has enough troubles facing him at the present time without the extra handicap of not being able to get proper credit facilities which were intended for him by this special act. "Who is going to work this farm after I am gone?" has become a question of such national importance that business men in every line of work should consider how they can help answer it. They can do a whole lot by making it possible for young men to buy farms and helping the farmer get credit.

This is a part of the farmer's fight which touches advertising men particularly, and he will help when its importance is realized. The farm is the great untapped reservoir for future advertising appropriations, and the source of raw material for most advertisers. Credit for the farmer is thus a thing which touches every advertising man vitally.

### **Advertisers Don't Wait for Buyers**

A prominent New York paper in commenting on the closing of the American Woolen Company makes the following wise statement:

"The manufacturing plants are waiting for the hundreds of thousands of merchants in the country to call for the goods, but they do not call for them."

We wonder if the editor who constructed this gem has ever sold goods or has ever been in the sales or advertising department of a big organization. We wonder whether he has ever considered what would happen to the National Biscuit Company, The Willys-Overland Company, or Hart Schaffner & Marx, to name three industries in three widely

diversed lines, if they waited for merchants or the public to "call for the goods." The trouble with the American Woolen Company and many other concerns is that they have never made a consistent continuous effort to dispose of their alleged surplus by modern merchandising methods. In this day, Mr. Editor, merchants or the public do not drive up to manufacturing plants and try to take goods away from people who have manufactured them without due regard for the market, and forgetting that tremendous, intangible, important sales stimulant known as good will.

### **Britain Advertises, to Pay U. S.**

Money invested now by the British public in British Savings Certificates, the idea of which was adopted by the United States for our War Savings Stamps, will be used to help liquidate England's share of the Anglo-French loan of £100,000,000 in this country, which matures October 15. Display advertisements in newspapers are being used to speed up sales of Savings Certificates, with this end in view. One advertisement which is getting wide circulation says:

"In 1915 we borrowed jointly with France £100,000,000 in the United States. The loan falls due October next. It has been decided that the whole of the money raised during the next three months by the sale of Savings Certificates shall be devoted to paying off this country's share of the loan."

"The repayment of this debt will assist to rectify the present adverse American exchange. It will help to reduce prices of all the essential commodities which we import from the U. S. A. It will be a striking proof to the world of Britain's power of recovery after the war. By paying the loan in this way the country will owe this money to you and your fellow citizens. Interest on it will go to you instead of to America; in the words of the Prime Minister, 'Let us keep the debt in the family.'"

### **Baltic Steamship Corporation Appoints Agency**

The Baltic Steamship Corporation of America has placed its advertising in the hands of The Martin V. Kelley Company, to be handled through the New York office.

### **Dart Is Art Department Manager**

Harry Grant Dart has been made manager of the art department of The Amsden Studios, Cleveland.

# Making Trade Paper Advertising Live

By WILLIAM H. RANKIN, President The Wm. H. Rankin Co., New York and Chicago

OUR motto is, "The customer's interest first, last and all the time." We believe that the customer deserves to have his trade paper advertising as *live* as his consumer copy. All advertising companies will agree to this in theory, but ~~we~~ practice what we preach. This is our idea of complete service. For cases in point

## READ THESE LETTERS

This from Wm. H. King, of the Engineering and Mining Journal. He refers to the Diamond Rubber Co., Inc., hose advertisement.

"I have just finished going over my June 5th copy of Engineering and Mining Journal, and I simply can't help writing you this brief note. I think your Diamond back cover in this issue is a real gem—a genuine masterpiece. It carries with it a great dignity, and it has strength and vigor galore. Truly, you are to be congratulated."

This one from The Plumbers Trade Journal to Mr. C. B. Irish, of the Leader Iron Works, whose advertising we do.

"We certainly want to compliment your house upon the splendid line of advertising which you have been carrying in The Plumbers

Trade Journal. We consider copy of this sort a decided asset to our magazine."

It is this sort of work—breathing vital thinking, faithful down to the last detail, that makes our trade paper advertising live. No detail of our service is perfunctory. The following advertisers have learned to expect this complete co-operation from us.

The B. F. Goodrich Rubber Co.  
Kellogg Toasted Corn Flake Co.  
The Haynes Automobile Co.  
Cheney Talking Machine Co.  
The Pelman Institute of America  
Root & Van Dervoort Engineering Co.  
Marshall Field & Co. Mead Cycle Co.  
Apex Appliance Co. Grinnell Gloves  
Leader Iron Works Wilson & Co.  
Hartmann Trunk Co. Monroe Clothes  
Starr Piano Company Steger & Sons

If you are looking for *advertising* that measures up 100% with your ideas, call, write or wire us. We do no personal soliciting. We call on invitation and put you under no obligation. Just tell us when and where we will talk. Either your offices or ours.

"Brass Tacks," a booklet telling the story "Seeing ourselves as others see us," by Thos. Bolton, of W. S. Crawford, Ltd., London, sent on request.

# Wm. H. Rankin Company

WILLIAM H. RANKIN, President

WILBUR D. NESBIT, 1st Vice-Pres.

H. A. GROTH, Treasurer

ROBT. E. RINEHART, 2nd Vice-Pres.

MYRON C. PERLEY, Secretary

Associated with Chas. F. Higham, Ltd., London, England

50 Madison Ave., New York • 104 So. Michigan Ave., Chicago

WASHINGTON • LOS ANGELES • SAN FRANCISCO

Imperial House, Kingsway, London



## British Are Buying Paper Suits from Germany

Large quantities of paper suits made in Germany, it is said, are being displayed by a British firm of importers at its shop in London.

These ready-made suits are cut to English styles and are said to be of the very best class of paper texture, and are being retailed at from \$8 to \$40 a suit. Last month 40,000 of these suits were imported by a firm of transport agents from Germany via Holland, and another consignment of 5,000 is on the way. Further consignments are expected to arrive at frequent intervals.

The agents who are dealing in these suits state that by buying under the present rate of exchange it is possible for a man to purchase a new suit once a week, and that over a period of twelve months the entire cost would be less than the price of one single English suit.

## Chinese City Walls Fall Before Trolley Car

The most recent sign of progress in Canton is the removal of the city wall, says the *Toronto Globe*, making, where the wall formerly stood a wide road, on which before long an electric railway will be in operation.


There are two enclosures which have been known as the Old City and the New City. The first dates back to

2000 B.C., and the wall about it was built in the eleventh century, A.D. The New City was enclosed by a wall in 1568. A very large part of the population, however, live outside the walls in the western, southern and eastern suburbs. These suburbs are as closely built up as the city proper, and the casual visitor would hardly note when he passed from the suburb to the city unless his attention was called to the gateway in the wall as he went through.

The width of the new street is from eighty to one hundred feet, and some 3,500 houses have had to be condemned. Even the great Confucian temple has been demolished and its extra land sold at auction. Naturally there has been strong opposition. All corners have been designed on a 50-foot radius so as to permit cars "to turn the corner" without "turning over." Existing bridges and culverts are, of course, being replaced by new structures. The tramway franchise has been sold to a local Chinese company for \$1,000,000 silver, payable in five instalments, and a loan of half a million dollars to the municipality.

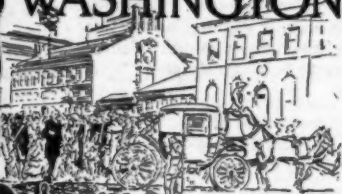
## Truck Association Appoints Agency

The Motor Truck Manufacturers' Association, with headquarters in Chicago, has placed its advertising account with The Akron Advertising Agency Company of Akron, Ohio.



In Philadelphia stands a small building through whose doors have passed big people.  
In the passing of each is hidden a message for us.

# WASHINGTON



**Gatchel & Manning**  
Incorporated  
**Photo Engravers**

**L**ACK of munitions and money, desertions from the ranks often on the eve of a battle, detractors and traitors among his closest friends,—the true story of the Revolution emphasizes the humanness and bigness of its leader.

Washington travelled the highway of disappointments to success chiefly aided by two things, an understanding and tolerance of human frailties, and an equal belief that spite of all handicaps the worth while things come through. Handicaps can be carried successfully by the man or organization whose one interest is—results.

**GATCHEL & MANNING, INC.**  
CLAYTON STINSON, PRESIDENT  
**Photo Engravers**  
**PHILADELPHIA**

*Opposite Independence Hall*



# The South Bend Tribune.

ANNOUNCES THE APPOINTMENT OF

**STORY, BROOKS & FINLEY, INC.**  
AS NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK OFFICE:  
200 FIFTH AVE.

CHICAGO OFFICE:  
PEOPLES GAS BLDG.

PHILADELPHIA OFFICE:  
COLONIAL TRUST BUILDING

SOUTH BEND, IND.

JULY 15, 1920

## BOOKBINDING

Printing and Binding of School Books and  
Edition Work in Large Quantities our Specialty  
Correspondence Solicited.



**International Textbook Press**  
SCRANTON, PA.

We are fully equipped for High-Grade  
Catalogue and Three- and Four-Color

## PROCESS WORK

# The Little Schoolmaster's Classroom

TO mention the word guarantee to some manufacturers is equivalent to calling the attention of a peacock to its feet. It takes the joy out of life. In a great many lines of business, however, guarantees have become dead letters. Either the customer has come to learn that a guarantee is unnecessary or the guarantee does not mean anything. Putting a quartette of clever lawyers to work on a guarantee so that it makes a noise like a promise, has almost disappeared as a favorite pastime.

The most insidious form of guarantee is the one that looks all right, and reads all right, and feels all right, yet somehow cannot be put to work. The customer takes it to the dealer and the latter says that is the first he has heard about it and perhaps you had better write the firm. Anything as mild as writing a letter to an impersonal firm in a distant city is a poor substitute for a nice fresh box of candy to-day, now, this very minute, to take the place of the one you have in your hand and cannot eat because it is stale. If the consumer is true to his primeval instincts at this juncture, he will probably lay the candy on the dealer's counter, push it violently in his direction, tell him to eat it himself, and express the hope that it may choke him.

Candy manufacturers invariably guarantee their package goods. It is quite a common trade practice. Purchasers of package candy are accustomed to finding the little guarantee slip in the box. The guarantee of Stephen F. Whitman & Son, Inc., of Philadelphia, is unusual in many respects. It is far from being a perfunctory declaration that "this package was in good condition when it left our factory," or other wording with no offer of relief in it. It is, on the other hand, very explicit and painstaking and leaves little to the

imagination of the purchaser. It will bear analysis:

"If for any reason this package does not give entire satisfaction, we respectfully urge you to return it to the agency where it was purchased. Our agent is authorized to adjust complaints either by an exchange or refund. If more convenient mail an unsatisfactory package direct to us and we shall be glad to adjust any complaints and pay the carriage charges both ways.

"Even though packed and handled with the utmost care, chocolates will deteriorate quickly if over-heated. On the other hand, if kept under favorable conditions both chocolates and fondants improve in flavor and consistency. We welcome criticism and suggestions."

When a guarantee has the temerity to say "entire satisfaction," and does not lay down any qualifying conditions, but says "we will pay the carriage charges both ways," in the Schoolmaster's opinion it does about everything a guarantee can do without becoming a free coupon for another package.

\* \* \*

The Schoolmaster has been examining a large list of employees' magazines of late, magazines, gotten up in a very handsome manner, for the consumption of the men who work in large plants—the laborers.

And the tendency is strong to tell the men of the human side of human effort and the things the manufacturer is doing to make labor less irksome. One great shoe factory devoted an entire issue to a résumé of a factory outing. A photographer was sent out on this picnic and snapshots were taken of the men on the baseball diamond, the girls spreading the lunch, all sorts of games, the trip home, etc. The demand for the issue was exceptionally large—and eager.



**THOMAS L. MASSON**, Managing Editor of *Life*,  
pokes fun at psychology in advertising,

"Lift it into the realm of advertising," replied Caleb V. Splinters, a crafty smile illuminating his cheerful countenance. "Unless my reflexes are all wrong, and I went over them with a monkey-wrench only this morning, it is in this realm of advertising that we can do our big work."

*Read it and 25 other helpful articles—*

*in August*  
**Printers' Ink Monthly**

*Final advertising forms for September will be  
closed August 24th*

### More Than 3,000 Clothing and Dry Goods Merchants

in the Philadelphia territory  
subscribe to the

### RETAIL ~~SALES~~ LEDGER

Twice a Month; Sub. \$1.00 a Year

### BAD DEBTS AND FEDERAL TAXES

Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.

AMERICAN ADJUSTMENT CO.,  
406 World Building, New York City

### ARTISTS WANTED

Several strictly first-class  
mechanical photo-retouchers.

### ADDA & KUENSTLER STUDIOS

37 East 23rd Street New York City

### Attention!

### Agencies and Publishers

If you can use 3 specialist artist, it would be to your advantage to communicate with one; that is, if you have space to sublet and need art service in return. Address "L. C.," Box 85, Printers' Ink.



Howell  
Cuts 

ask for proofs  
for house organs  
direct mail and  
other advertising

Charles E. Howell • 305 Fifth Ave. New York

C  
S  
A  
A

Seven years' successful college town merchandising and college paper advertising. Ask us anything you want to know about the college field.

### Collegiate Special Advertising Agency, Inc.

543 Fifth Avenue, New York Established 1913  
Chicago Office: 110 So. Wabash Avenue

Plans of many kinds are being tried to make the men see the light, that the plant is not a Goliath, a grinder of souls, and the house publication appears to be the easiest, quickest and most subtle method.

Word comes to the Schoolmaster from Middletown, Ohio, that employees of the Westinghouse Lamp Company there have been favored with quite the most novel idea of all, to better the spirit between the institution and its workers.

"To promote good feeling among the men" is the reason for this innovation.

Each weekday a luncheon is given for one of the departments, and these are held in the company's commodious factory dining rooms. But here is the startling added incentive to attend. During the luncheons a cabaret entertainment is featured.

There is singing and dancing and "feature acts" with professionals called in for the purpose, or some employee who knows how, as a side line. Then workmen themselves give little informal talks on subjects in turn that "are of interest to employer and employee alike."

Let jazz be on the air and joy unconfined. The day of the noon-time luncheon cabaret at the factory is now in vogue.

\* \* \*

It is seldom that chain-store managements overlook anything in the running of their business that is at all valuable. The Schoolmaster, while on a "constitutional" downtown late one afternoon, noticed something, however, which appealed to him as worthy of universal adoption. It was a five and ten cent store—closed for the day—but on each of the two entrances hung small signs reading "In case of emergency, please notify . . ." and then followed the name, address and telephone number of the manager and his assistant.

The value of this idea is evident. Except in residential sections, where the manager is often the owner of the store and lives on the premises, those who run

retail stores probably live some distance from their places of business. This is especially true in the case of chain stores, which are usually situated in business sections.

It is of course possible that any particular store may never be in danger—but it *might*. And when the emergency *does* come, some clue as to the whereabouts of those who have the right to know of danger will help in bringing them to the spot. One who is well acquainted with the situation can nearly always save the most valuable things, and reduce loss.

A member of the Class tells the Schoolmaster of a profitable business in a side line which is being conducted without the aid of a salesman.

Alongside of the State road just outside of New Milford, Conn., a farmer has placed a vegetable stand to attract the many auto tourists that pass. There is no one to watch this stand and it is far from the house.

## Assistant to Advertising Manager

If you have an engaging personality, ambition, experience in the detail of conducting an advertising department and inclination to reside in a live little Michigan city, we have an attractive opportunity for your consideration.

Advertiser is one of the leading and most rapidly growing automobile manufacturers and the requirements of the position call for a live "comer."

The position will pay \$3,000 at the outset with the future in your own hands.

Sell yourself in your letter by giving complete facts and references with photograph if possible.

Address A. P., Box 81, care  
PRINTERS' INK.

### WORLD SALESMAN

A Monthly Journal of  
International Trade



Reaches manufacturers, importers, wholesalers, contractors; mining, plantation, estate managers; all over the world. Business executives exclusively. Sample copy 10c.  
152 West 4th St., New York

The MILL EDITION of

## Concrete

New Telegraph Bldg. Detroit, Mich.

—reaches every cement mill in America  
and most of those abroad  
—and the larger lime plants  
—no waste circulation.

## Office Appliances

The one journal which covers  
the field of office equipment

More than 315 manufacturers making use of every issue. Send 25 cents for sample copy.

417 So. Dearborn St., Chicago

New York Adv. Office, 508 Tribune Bldg.

**POSTAGE**

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. \$1; 1 year \$2.

POSTAGE 18 East 18th St., New York City

**THE DIRECT-MAIL "HOW"**

is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs, etc.

How to Write Letters that Sell \$1.00  
Win: How to Collect Money by a year Mail; How to Conduct a Real Follow-Up; How to Use Mail Salesmen—these and similar subjects covered.

If you want to keep abreast of the latest in direct-mail work—if you want the biggest dollar's worth you ever bought, send your subscription NOW.

MAILRAG PUBLISHING CO.  
1203 E. 49th St. Cleveland, Ohio



**LO!**

FOR SUNNY,  
IRRESISTIBLE  
COPY—SEE

**LeRite & Austin**  
ADVERTISING & MARKETING  
NEW YORK

**A Thompson Colorgram**  
brought 7% greater returns than  
the most sanguine anticipation  
of its users

**GEORGE SETON THOMPSON CO.**  
608 So. Dearborn Street  
Chicago, Ill.



**A PROGRESSIVE,**  
clean-cut, constructive  
farm paper published  
strictly in the interests  
of better farming.  
Let us carry your mes-  
sage to over 150,000 farm-  
ers, 88,270 in Iowa. †

CORN BELT FARMER, DES MOINES, IOWA

**RDS**

You could not duplicate  
this monthly service on  
sales, advertising and business con-  
ditions for \$1,500—yet it costs but  
\$15. Ask for August Bulletin and  
literature—sent free.

403 Meridian Life Bldg., Indianapolis, U. S. A.

**The RICHEY DATA SERVICE**

**A YOUNG MAN WHO  
CAN SELL ADVERTIS-  
ING SERVICE IS NEED-  
ED TO COMPLETE THE  
ORGANIZATION OF AN  
AGENCY LOCATED IN A  
CITY NOT FAR FROM  
NEW YORK. LETTERS  
WILL BE REGARDED AS  
CONFIDENTIAL. STATE  
SALARY.**

J. W., BOX 57, PRINTERS' INK

**SPOT CASH**  
**WE BUY**

Job Lots, Close-Outs,  
Discontinued Stocks, etc., in  
all lines. No quantity too large.  
Quick Cash for bargains.

Send Samples and Full Particulars  
HARRIS BULLETIN FREE  
FANTUS BROS., 521 S. Dearborn St., CHICAGO

**WE BUY ANYTHING**

A metal sign reading as fol-  
lows is placed in a conspicuous  
place:

"We trust you. Drop in the  
box the amount indicated for the  
goods you take."

### Save Current, Says Detroit Edison

Sixty thousand horsepower was lost  
last week when accidents occurred to  
two of the largest steam turbines of  
the Detroit Edison Company. The  
company resorted to newspaper adver-  
tising to explain the situation to house-  
holders. All of the lost power was  
being used in factory operation and  
customers were urged to use just as  
few lights as possible between 7:30  
A.M. and 5:00 P.M. so that all avail-  
able remaining power might be em-  
ployed for industrial purposes.

Manufacturers dependent on electric  
power were obliged to reduce opera-  
tions somewhat. The Hudson Motor  
Car Company advertised to its em-  
ployees that the machine shops in the  
main plant would work a three-day and  
two-and-a-half day week.

### GOOD PRINTING—CHEAP

**A Few Money-Saving Prices**

1000 4-page Folders, 3½x6½ in. \$10.00  
Each additional thousand 3.50  
1000 4-page Folders, 4x9 in. 12.00  
Each additional thousand 4.50  
1000 4-page Folders, 6x9 in. 16.00  
Each additional thousand 6.00

FREE—our large package of samples  
**ERNEST A. FANTUS CO., Printers**  
525 So. Dearborn St., Chicago

### IN LOS ANGELES

IT IS THE

**EVENING HERALD**

MEMBER A. B. C.

Government Circulation Statement  
April 1, 1920

**134,686**

**The Home Paper of Southern  
California**

REPRESENTATIVES

New York: Chicago:  
Lester J. Clarke, G. Lucas Payne Co.,  
604 Times Bldg. 432 Marquette Bldg.

**"GIBBONS Knows CANADA"**

TORONTO

MONTREAL

WINNIPEG



# Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

## HELP WANTED

### WANTED

Printing salesman for concern equipped to make high-grade illustrated catalogues. Address Republican Publishing Company, Hamilton, Ohio.

### WANTED

**ARTISTS—PHOTO RETOUCHERS**  
HOWARD-WESSON CO.  
ENGRAVERS  
WORCESTER, MASS.

Advertising agency has opening for experienced young man as head of Forwarding Department, sending out orders to publications, following up schedules and account handlers for copy, etc. State age, experience, education, salary desired. Permanent. Box 572, P. I.

### ADVERTISING EXECUTIVE

Great opportunity awaits an alert, energetic, ambitious young man with experience in advertising and merchandising men's clothing. Chain-store proposition in Canada. Send detailed letter, stating qualifications, age, and salary expected. Box 582, Printers' Ink.

## WANTED

by large photo engraving, art and advertising service company in Twin Cities, a live, capable salesman to sell to advertisers of this territory. Must have knowledge of the business. Full particulars in first letter. W. M. Robbins, Oppenheim Building, St. Paul, Minn.

## ARTIST

A live Middle-West agency offers splendid opportunity to man capable of producing strong figure illustrations in pen and ink and other mediums. Ideal working conditions and congenial associates. State salary and submit samples. Inquiries strictly confidential. Address AGENCY, Box 559, care Printers' Ink.

## BOOKKEEPER AGENCY

We have a position open for a bookkeeper. Want one capable of taking full charge of the bookkeeping system of an advertising agency and who has had experience with books of that kind. If you believe you have the qualifications and initiative necessary to fill this position, we would like to hear from you. We prefer a woman, but would consider the application of a man. Address with full information as to age, experience and salary desired to Box 3276, Boston, Mass.

**SALESMEN**—The rapid growth of our business makes necessary the addition of salesmen to represent a nationally known manufacturer of paints, varnishes and specialties in Indiana, Ohio and New York. Young, hustling, live-wire men with energy and proud records wanted. In replying state age, qualifications and salary desired. Box 576, Printers' Ink.

**SALES MANAGERS**—One of the largest and most rapidly growing manufacturers of paints and varnishes is open to receive the applications of men who have successful records as sales managers to take immediate charge of branch offices and sales districts in Michigan, Ohio, Pennsylvania and Indiana. In replying state past experience, qualifications, age, reference and salary desired. Box 557, Printers' Ink.

We are in the market for a copy writer and service man of proven ability. The man wanted has made his greatest success with automobile copy, he has a thorough knowledge of merchandising and distribution methods, and has the ability to plan and direct a complete advertising and sales campaign.

Give full information in application—state experience, age, and salary expected, etc.

MANSENGLE ADVERTISING AGENCY,  
ATLANTA, GA.

## Account Executive's Opportunity

A young, but growing, agency handling national accounts of major importance in national media wants man to sell and interpret advertising and agency service in Connecticut. If a native of Connecticut, so much the better.

We want a man of tactful and aggressive personality who can sell, who has a record of past sales and who knows his power. He must also be able to act as account executive. He must be clean and sincere, ever an optimist and must radiate strength, virility and confidence. We have an agency service which will command his thorough respect. We have unlimited ambitions and financial means to realize them. There is no limit to the earning power of the right man in this position. We do not care to talk with anyone who has not demonstrated his ability to earn at least \$6,000.00. The man we want will make his home in a central Connecticut city, full of charm and where living is really worth while. His companions will be real human beings; his task and his reward will be handled from his point of view so far as this is possible. The territory to be covered is conservative, but can be made receptive to modern advertising ideas. The job demands endurance and tenacity and will take time to develop—all of which we know and for which due allowance will be made.

Box 579, Printers' Ink.



**SALESMEN**

Several wide-awake salesmen required to sell new, unique advertising service. Familiarity with women's wear field an asset. Write full details. Regent Service Co., Room 605, 109 Broad St., New York.

Interest in Agency. Wanted an all-round advertising Agency Man, experienced in soliciting, broad, knows merchandising plans, capable of signing up business and holding it. To such a man, fully recognized agency doing good business will consider selling interest in the agency. Capital required from \$10,000 to \$15,000. Address "Confidential A. B. C.," Box 568, care of Printers' Ink.

**MISCELLANEOUS**

Printing House in Canada, who are developing a Direct-by-Mail Business, would like to make arrangements with some Art Studio who could supply color sketches and ideas suitable for show cards, calendars, etc. Any firm interested kindly send as complete particulars as possible to Box 561, Printers' Ink.

**PRINTING PLANT WANTED**

Publishers of several trade papers, costing \$6,000.00 per month for printing, must install own plant to insure prompt appearance of papers. Wish to hear from party owning plant which could handle this work and which could be moved to progressive city of 250,000. Might be interested in deal with man with proper experience to manage new plant if unable to secure one now in operation. Address Box 563, P. I.

**WE CONNECT THE WIRES**

bringing into quick communication the position seeker and the employer in the Advertising and Publishing field. We can place immediately with Eastern dailies classified advertising managers at \$35-\$50; display solicitors and copy writers, \$35-\$50; advertising manager, \$70; also opening for advertising man with New England manufacturer, \$60; house-organ editor and copy writer for Middle-Western manufacturing concern; copy writer, also layout man, experienced in direct-by-mail work. Registration free. Established 1898. FERNALD'S EXCHANGE, Inc., Third National Bank Bldg., Springfield, Mass.

**Advertising Agency  
Executives****ATTENTION**

Have you got considerable advertising typography?

An expert typographer offers a proposition that will mean a big saving in your composition bills.

Address Box 571, Printers' Ink.

**HOUSE ORGANS—MARKET LETTERS—PROSPECTUSES—FINANCIAL, COMMERCIAL WRITING, PRE-EMINENCE 30 YEARS. GILLIAM'S BUREAU, BOSTON, MASS.**

**Printing Plants and Businesses**

Bought and Sold  
Printers' Outfitters  
CONNOR, FENDLER & CO.  
New York City

**Printing Machinery for Sale**

Campbell Book and Job Two-Revolution Cylinder Press, bed 37x48, sheet 36x48. (Seven-column quarto size.)

**Comment**

In our estimation this is by far the best all-around Newspaper Book, and Job Press that can be installed in the average country newspaper plant, being capable of producing in an exceptionally good manner all classes of printing that will come into the office.

We have installed over one hundred similar machines during the past twenty years, and can refer you to many of the users.

**Trip**

It possesses all the essential improvements, such as trip upon impression cylinder, which prevents offset when sheet is misfed, or when color is being worked up.

**Distribution**

Has four large form rollers with vibrators and four angle rollers, which insures even distribution on cut forms.

**Sheet Delivery**

The sheet is delivered on the front of the press and at no time comes in contact with any other part of the machine, preventing smearing and offsetting.

**Maximum Output**

Can be speeded up to 1200 per hour on newspaper work and 1000 per hour on the better grades.

**Simple to Operate**

It is as simple to operate as an ordinary Drum Cylinder Press, there being no occasion to employ high-class pressman.

**Space Required**

Occupies a floor space of 10x15 feet, requires a working space 15x20 feet, weighs 10,500 pounds, which is equivalent to 70 pounds to the square foot.

**Equipment**

Will be provided with a counter, slitter (to divide sheet when necessary), set of wrenches, power fixtures, or pulley for motor drive, rubber blanke; for newspaper work, and hard packing for the better grades of printing.

**Terms of Sale**

It is easily worth \$1800 erected in first-class condition upon your floor. We will accept, however (for two-week delivery) \$1350, and allow 5% for cash or will extend liberal terms, if desired.

CONNOR, FENDLER & CO.  
Ninety-Six Beekman Street  
New York City

## POSITIONS WANTED

**I WANT AN INSIDE JOB.** Sold space and service two years. Age 25. Looking for opportunity, salary secondary. Make a dependable assistant. Box 573, Printers' Ink.

**ARTIST—LETTERING MAN WITH KNOWLEDGE OF DESIGNS, ETC., WISHES POSITION WITH HIGH-CLASS ORGANIZATION.** BOX 575, PRINTERS' INK.

**ARTIST**—High-class Decoration, Snappy Lettering. Varied Studio and Agency Experience, desires connection on Freelance basis. N. Y. C. Own Studio. Interview any time. Box 569, P. I.

**FIRST-CLASS COMMERCIAL ARTIST AND LAYOUT MAN WANTS POSITION IN CUBA OR SOUTH AMERICA.** Knowledge of Spanish. Box 570, Printers' Ink.

**EDITOR, 28, 6 years' experience with large newspaper syndicate, desires to enter advertising field in or near New York.** Understands typography, media, make-up, etc. Box 578, Printers' Ink.

**Young woman (29); A.M. degree; seven years' experience teaching higher classes in English composition and literature—seeks a career in the advertising or publishing field.** Box 565, Printers' Ink.

**PRODUCTION MANAGER**—Thoroughly trained in all branches of printing, including typography, creative and service work, estimating, superintendency, desires to connect with agency or manufacturing plant. Box 581, P. I.

**RESEARCH HEAD**—Long experience charge surveys and investigations; production, distribution, consumption facts and figures; advertising, marketing; 38, desires permanent connection with representative firm. Box 583, Printers' Ink.

**University graduate with experience in Journalism, in sales work and in newspaper advertising desires connection, preferably with young and growing agency. He is a man who can write or speak messages that will sell. Services available immediately.** Box 580, Printers' Ink.

**ADVERTISING MANAGER,** practical printer, now employed on largest daily in city of 125,000, desires change. Would like to obtain interest with services or management or assistant to manager of daily paper, north, east, or west. Can furnish best of reference. Address Box 558, Printers' Ink.

**Who can use an Artist, black-and-white and poster (born talent), highly educated, of practical nature, creative sense and executive ability, whose work has appeared in leading publications, The Post technical and others. Thorough knowledge of high-class advertising and reproduction. \$5000.** Box 574, care of Printers' Ink.

## Sales Correspondent

with seven years' experience handling correspondence and as assistant in advertising department, desires position with bigger future—as correspondent, office manager or private secretary. College graduate, 29, capable stenographer. Salary subordinate to opportunity. Further details gladly furnished. Box 577, P. I.

## CIRCULATION MANAGER

20 years' experience on daily newspapers, knows circulation from A to Z, now employed where opportunity is too limited, desires connection with live daily newspaper firm or trade paper where circulation building is wanted. Thoroughly trained in management and organization. Hard, energetic worker. Best of references. Write Box 564, Printers' Ink.

## A TRAINED ADVERTISING MAN

Can you use a young chap—clean-cut, well educated, enthusiastic, with a four-year record as a producer of energized sales building, advertising and sales letters? Familiar with the details of advertising and sales promotion. At present assistant with one of the largest national advertisers. Will start at \$4,000 if future measures up to my ambition. Age 27, married, Christian. Box 566, P. I.

## What Shall These Two Young Men Profit Your Organization?

Project your business to 1925—

Have you within your organization anyone who will be capable of assuming the managerial reins when the inevitable emergency thrusts itself before you?

## A Potential Firm in the Making—

There are two clean-cut, thoroughbred Americans, one 23, the other 24, university graduates, both ex-service men, who, in the course of their training in business administration specialized in Advertising and Marketing. Both have executive ability, understand the "human element" and possess that rare sixth sense, the advertising and selling instinct.

## They want action.—

They want to connect with a red-blooded organization managed by men who know and fully appreciate the value of enthusiasm, character, and vision. They have the ability to make that vision come true.—

## Have you the opportunity?

Box 567, Printers' Ink.

## IF YOU KNEW HER—

you'd realize that unless she is building, creating, she is not satisfied with herself. That's what's the matter now. She can't climb any higher where she is. She's an Editor—young, keen, with excellent education and extraordinary experience in handling a magazine of large circulation and heavy national advertising.

Somewhere there is a Publisher who needs her. She's not in a hurry. His publication may be a magazine of general appeal, a weekly, a monthly, or devoted solely to fiction, or a woman's magazine. Or he may have an editorship open in his book-publishing business. She wants a salary—Yes! But more, she wants responsibility and advancement in a firm of good status, refinement and prestige. She insists on that! Box 560, Printers' Ink.

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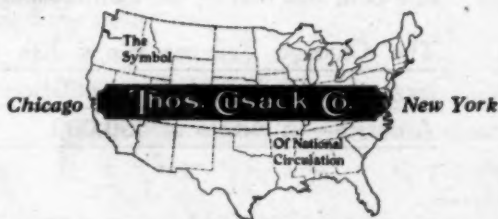
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# "MAXIM-UM" PUBLICITY

*Early to bed  
early to rise,  
work like sixty  
and Advertise*

*Outdoors*



## A Bargain In Circulation

The 500 morning daily newspapers of the United States have 9,870,942 circulation and a total minimum rate of \$27.86 per line, according to a recent tabulation of Justin F. Barbour. This is cheap as compared with magazine rates, but it emphasizes the extraordinary value offered by the 450,000 daily morning circulation of The Chicago Tribune at .70 per line.

Averaged together, the 500 morning dailies sell circulation at the rate of 3,543 readers for one cent per line. The Chicago Tribune, on the other hand, sells advertising on a basis of 6,440 readers for one cent per line in the daily paper and 7,320 readers for one cent per line in the Sunday paper.

The Chicago Tribune now has the largest morning daily circulation in America—in excess of 450,000.

*Write for The Chicago Tribune's 1920 BOOK OF FACTS*